# *SAVED BY THE BELT* AWARD: TEMPLATE NEWS RELEASE

**FOR IMMEDIATE RELEASE** CONTACT:

[MONTH] [DATE], [YEAR] PHONE:

## [YOUR AGENCY] HONORS CRASH SURVIVOR

# *Seat Belt Saved [Your City] Citizen’s Life*

[YOUR CITY/COUNTY], Minn. — [YOUR AGENCY] presented [SAVED BY THE BELT AWARDEE’S NAME] of [CITY] with a *Saved by the Belt* award on [DATE]. [AWARDEE’S NAME] was involved in a car crash on [DATE], but [SURVIVED/SUFFERED ONLY MINOR INJURIES] because [HE/SHE] was buckled up.

“[AWARDEE’S NAME] is a living example that seat belts save lives,” says [AGENCY SPOKESPERSON]. “Hopefully, [HIS/HER] story will persuade others in [YOUR CITY/COUNTY] to buckle up — because you never know when you may be involved in a traffic crash.”

*USE THIS PARAGRAPH TO GIVE A BRIEF BIOGRAPHY OF THE AWARDEE AND A DESCRIPTION OF THE CRASH.* [AWARDEE’S NAME], [AGE], is a [STUDENT/PROFFESION]. [HE/SHE] was driving to….when….etc.

“[QUOTE FROM AWARDEE.”]

The Minnesota Department of Public Safety Office of Traffic Safety (OTS) says that using a safety restraint reduces the risk of death or serious injury by 40 percent to 60 percent. Seat belt compliance in Minnesota is more than 90 percent.

Minnesota has a primary seat belt law, meaning officers will stop and ticket drivers and passengers for belt violations.

“Buckle up and speak up — insist everyone you are riding with is belted,” says SPOKESPERSON.

For more information on seat belt and child passenger restraints, visit ots.dps.mn.gov.

The *Saved by the Belt* program is a component of the state’s core traffic safety initiative, [*Toward Zero Deaths (TZD).*](http://www.minnesotatzd.org/) A primary vision of the *TZD* program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. *TZD* focuses on the application of four strategic areas to reduce crashes — education, enforcement, engineering and emergency trauma response.

