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NEWS RELEASE

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Police join two-week 'Click It or Ticket' mobilization

PROSPER (May 22, 2011) Prosper Police Department will join local and national law enforcement officers and highway safety advocates all across the country for the 2011 national 'Click It or Ticket' seat belt enforcement mobilization, May 23 to June 5, according to Assistant Chief of Police Gary McHone. This year marks the tenth year of the campaign.

"During the mobilization, officers will be cracking down on motorists who fail to wear their seat belts, both day and night. Nighttime occupants are the least likely to buckle up and most likely to die in crashes," he said.

For that reason, nighttime enforcement has become a priority of the 'Click It or Ticket' mobilization. Of the 11,593 people who died in nighttime crashes statewide in 2009, 56 percent were not wearing seat belts, according to the National Highway Traffic Safety Administration.

"Many more nighttime traffic deaths can be prevented if more motorists simply start wearing their seat belts. That's why the Prosper Police Department is strongly supporting enhanced nighttime enforcement of seat belt laws during the mobilization. We will be out in force to remind drivers and occupants to always wear their seat belts, both day and night," said McHone.

High-visibility enforcement such as the 'Click It or Ticket' mobilization is credited with increasing the national belt usage rate from 58 percent in 1994 to 85 percent in 2010.

"Law enforcement will be cracking down on seatbelt violators around the clock. Local motorists should be prepared to buckle up. If law enforcement finds you on the road unbuckled anytime or anywhere, you can expect to get a ticket, not a warning. No excuses and no exceptions," he said.

The 'Click It or Ticket' mobilization runs from May 23 to June 5. Police remind you to buckle up and encourage your loved ones to do the same. You may save the cost of a ticket and may even save a life.

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ABOUT THE TOWN OF PROSPER – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 10,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 90,000 residents, Prosper's vision is to remain a "Place Where Everyone Matters."