

March 10, 2009

## Province launches spring seatbelt campaign to help save lives

### *Two-day enforcement blitz reminds drivers to buckle up*

Edmonton... ‘Seatbelts save lives’ is the message of a new campaign to encourage Albertans to buckle up.

The awareness and enforcement campaign is being launched by law enforcement agencies throughout the province, in partnership with Alberta Health Services, Alberta Transportation and the Alberta Occupant Restraint Program (AORP).

On March 10 and 11, law enforcement officers will be out in full force checking vehicles for seatbelt and child safety seat infractions. Officers and health professionals will also increase their seatbelt awareness, education and enforcement efforts throughout the month of March to help save lives and prevent injuries.

According to Transport Canada, almost 40 per cent of drivers and passengers killed in collisions were not wearing their seatbelts at the time of the crash. &nbsp;Occupants who aren’t killed in collisions often receive serious injuries as a consequence of not buckling up. Many could have survived or even walked away uninjured from these collisions if they had been wearing their seatbelts.

In Alberta, the fine for not wearing a seatbelt is \$115.

For more information on the two-day enforcement blitz, contact your local law enforcement agency.

For more information on the occupant restraint education and awareness campaign, visit the Alberta Occupant Restraint Program (AORP) website at [www.albertaseatbelts.ca](http://www.albertaseatbelts.ca)

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