

October 23, 2009

## **Traffic safety partners remind drivers to buckle-up**

*Edmonton...* On October 26, 27 and 28, law enforcement agencies across the province will be out in full force conducting vehicle checks and issuing tickets for seatbelt and child safety seat infractions, in an effort to remind drivers that seatbelts save lives.

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

Motor vehicle collisions are the leading cause of death of young people in this province, and unbelted occupants are three-and-a-half times more likely to be injured than those who are buckled up. The fine for not wearing a seatbelt is \$115 and applies to both drivers and passengers.

The enforcement blitz supports the Alberta Occupant Restraint Program's *Ugly* education campaign, which runs throughout October and highlights the often *Ugly* consequences of not wearing your seatbelt. 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)

Agencies participating in the enforcement blitz include: Edmonton Police Service, Calgary Police Service, Lethbridge Regional Police Service, Medicine Hat Police Service, RCMP, Commercial Vehicle Enforcement and the Alberta Sheriff Highway Patrol. For more information on the three-day enforcement blitz, contact your local law enforcement agency.

This initiative is part of Alberta's Traffic Safety Plan (TSP) that focuses on education, enforcement, communications, engineering, community engagement and legislation to help make our roads safer.

For more information on the TSP, go to [www.transportation.alberta.ca](http://www.transportation.alberta.ca)

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