



MEDIA ADVISORY

Traffic Safety Office

Ohio Traffic Safety Office • Tina O'Grady, Administrator
www.ohiohighwaysafetyoffice.ohio.gov



FOR IMMEDIATE RELEASE:

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Contact: Kristen Castle, Public Information Officer, 614-728-4623

OHIO JOINS OTHER STATES TO KICK OFF NATIONAL MOBILIZATION

Ohio and Kentucky join together to kick off Click It or Ticket Campaign and Rivers and Roads Corridor Enforcement Project

What: Ohio is joining together with Kentucky to kick off the national *Click It or Ticket* seat belt mobilization, which will run May 24 – June 6, to remind motorists to buckle up – day and night. Also, Ohio, Kentucky and West Virginia will be announcing the Rivers to Roads Corridor Enforcement Project, which will take place during *Click It or Ticket*.

Who: Tina O'Grady, Administrator, Ohio Traffic Safety Office
Captain Jeff Dickey, Ohio State Highway Patrol
Thomas H. Streicher, Chief of Police, Cincinnati Police Department
Chuck Geveden, Executive Director of Kentucky Office of Highway Safety

Where: Fountain Square
520 Vine St.
Cincinnati, OH 45202
***Media note:** Media parking will be available on the east side of Vine St., north of the Fountain Square garage.

When: Wednesday, May 19, at 12:00 p.m.

Why: *Click It or Ticket* is a successful seat belt enforcement campaign, helping create the highest national seat belt usage rate of 84 percent, which also mirrors Ohio's usage rate. However, hundreds of people die every year in Ohio not wearing their seat belt; therefore, we must continue our efforts to educate motorists about the importance of seat belt use.

Also, the multi-state Rivers to Roads Corridor Enforcement Project will be announced. The project includes law enforcement agencies from along the US Route 52 in Ohio and West Virginia and AA Highway/9 in Kentucky and is aimed at reducing injuries and fatalities on the routes. During the *Click It or Ticket* campaign, these agencies will patrol (with any available resources) the corridors, concentrating on safety issues like seat belt use, speed, impaired and aggressive driving. The Ohio Department of Natural Resources Division of Watercraft will also be participating and will be focusing on any dangerous behaviors taking place on the Ohio River.

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