PRESS RELEASE

For Immediate Release: Contact: *name*

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The number one cause of death…

*City, Oklahoma. (month date, year)* – According to Center for Disease Control and Prevention,

“Motor vehicle crashes are the leading cause of death for U.S. teens, accounting for more

than one in three deaths in this age group.” Oklahoma Department of Transportation reports

in a 2013 observational survey that  83.6% of the general population was properly restrained.

*Officials in name of city* feel that the lack of seatbelt use is a good reason to bring

Seatbelts Are For Everyone (SAFE) to *name of school*.

SAFE is a program developed to reduce the number of motor-vehicle related injuries

and fatalities among Kansas high school students by increasing their safety belt use.

“The program is designed to bring awareness to the importance of seatbelt use

through a partnership between students, Law Enforcement and local safety advocates, as

well as school administration,” says *(school administrator).*

*Schools in( XXX) County* will compete to increase safety belt use among students; thereby

saving lives. “After an unannounced safety belt check at each school, the student leaders

will focus on executing activities and educating their peers on the importance of seatbelt

use." says *XXXX, XXXX at XXXX (police chief).*

During the program students will be given the opportunity to sign a pledge card pledging to

wear their seatbelt at all times. A monthly drawing for *($25 VISA gift cards)* will be

awarded to *(#)* students that have signed a pledge card.

At the end of the program the school with the most seatbelt use as well as the

school with the greatest increase of seatbelt use will both be awarded a grand prize,

which will consist of (grand prize).

For more information, please visit www.seatbeltsareforeveryone.org/safe/