**FOR IMMEDIATE RELEASE:**

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***Click It Or Ticket* Campaign Starts May 23  
With Border To Border Kickoff Event**

During this year’s national *Click It or Ticket* seat belt education campaign, which will take place **May 23 through June 5, 2022**, the Maine Bureau of Highway Safety will once again be teaming up with law enforcement nationwide for a *Border to Border* (B2B) kickoff event. The U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) is asking all states to participate in a one-day, 4-hour national seat belt awareness event on May 23, which is coordinated by participating state highway safety offices and their respective law enforcement liaisons and signifies the start of the two-week high visibility education and enforcement campaign.

According to NHTSA, in 2020, there were 10,893 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 58% of passenger vehicle occupants killed at night (6 p.m.–5:59 a.m.) were not wearing their seat belts. “Wearing your seatbelt is a very easy thing to do. It literally takes one click. It is designed to work together with your airbags to keep you from projecting into the steering wheel or windshield, and it helps to keep you secured inside of your vehicle in the event of a crash. Many people do not survive being ejected or partially ejected through the windows during a crash”, says Highway Safety Bureau Director Lauren Stewart.

"As you prepare to enjoy another Maine summer, please remember to Buckle your Seatbelt. It is not only the law, but the preferred and legal way to see all of the beauty that the State of Maine has to offer." said Sheriff Kevin Joyce, of Cumberland County Sheriff’s Office.

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| **Fatalities of Drivers and Passengers** | | | | | |
| **Year** | **Total # of fatalities** | **# of unbelted fatalities** | **# of nighttime fatalities** | **# of daytime fatalities** | **# of male fatalities** |
| **2021** | 108 | 47 | 43 | 65 | 77 |
| **2020** | 120 | 60 | 44 | 76 | 88 |
| **2019** | 108 | 42 | 44 | 64 | 71 |
| **Total** | 336 | 149 (44%) | 131 (39%) | 205 (61%) | 236 (70%) |

More than half of these fatalities (53.6%) were aged 45 years and older. Out of the 236 male fatalities,113 (48%) were unbelted.

The Maine Bureau of Highway Safety is reminding you and your family to buckle up and Survive Your Drive. We care about your safety.

For more information on the *Click It or Ticket* mobilization, please visit [NHTSA.gov/ciot](https://www.nhtsa.gov/ciot).

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