**May 15, 2015**

## Media Advisory

***Click It or Ticket* Seatbelt Enforcement**

**Campaign Kickoff**

**Santa Fe** – New Mexico law enforcement is reminding motorists to *Click It or Ticket*. As part of the national seat belt enforcement campaign, law enforcement agencies around the country will be stepping up enforcement Monday, May 18 – Sunday, May 31, heading into one of the busiest travel weekends of the year.

“With the Memorial Day weekend around the corner, we want to make sure people are using their seatbelts. This one simple step is a proven life saver in motor vehicle crashes. If these enforcement crackdowns get people’s attention and get them to buckle up, then we’ve done our job,” said New Mexico Department of Transportation Secretary Tom Church.

We invite you to join us for the kickoff of this life-saving event.

**When:** Monday, May 18, 2015

**Where:** Balloon Fiesta Park Launch Field, 5500 Balloon Fiesta Parkway, Albuquerque, NM 87113 **Time:** 2:00 p.m.

**Who:** Cabinet Secretary Tom Church, New Mexico Department of Transportation

Chief Pete Kassetas, New Mexico State Police

Sheriff Manuel Gonzales III, Bernalillo County

Lisa Kelloff, CEO, Safer New Mexico Now

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