



# MEDIA RELEASE

**To:** All Media Contacts

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**Date:** February 6, 2018

**RE:** Buckle Up for Safety and Lives Week

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**Fountain, Colorado** - On average, 115 people are killed daily in traffic accidents. One out of seven Colorado residents fail to buckle up, accounting for over half the fatalities statewide (57%). U.S. highway safety officials estimate that if that number could be increased to 100%, some 30,000 lives could be saved each year and 2 million injuries prevented or reduced in severity. The associated reduction in medical and other expenditures would be in the billions of dollars.

Statistics like these, compiled by the U.S. Highway Transportation and Safety Administration and the Colorado Department of Transportation have prompted Dr. Kevin Young, (El Paso Committee Chairman for Buckle Up for Safety and Lives), the Fountain Police Department and the Fountain Valley News to promote seat belt use in our community.

During the week following the Superbowl, a campaign urging drivers and their passengers to wear seat belts will be conducted by the Fountain Police Department and Dr. Young to improve safety during a time of heavy travel. For the 5th year running, drivers who are wearing their seat belts will be awarded tee-shirts and cash by Dr. Young, for their safety awareness.

"The general public tends to become immune to traffic statistics, and often ignores the alarming facts and figures. Highway deaths don't mean a whole lot to people unless it is someone they know or a family member. In 2017 alone, our community suffered 20 automobile fatalities for which 13 were not buckled in" said Dr. Young. "The Buckle-Up for Safety and Lives campaign is a way to get the community involved and increase awareness of the importance of seat belt use. Somehow, we have to make people aware that using seat belts does save lives," he added.

***Members of the media who are interested in obtaining interviews and camera footage should be at the Fountain Police Department on Thursday, February 8<sup>th</sup> by 10:00 a.m.***

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