

NEWS RELEASE

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Joyce Lorenz
Communications Manager
952-949-8554

Katie Beal
Senior Communications Coordinator
952-949-8526



OFC 952 949 8300
FAX 952 949 8390
TDD 952 949 8399

8080 Mitchell Rd
Eden Prairie, MN
55344-4485

edenprairie.org

EDEN PRAIRIE & BLOOMINGTON POLICE TAKE A NEW APPROACH TO SEATBELT ENFORCEMENT

Click It or Ticket Enforcement Begins May 24

EDEN PRAIRIE, Minn. — Eden Prairie and Bloomington Police are taking a serious new approach to seatbelt enforcement in an effort to save lives. Last year in Minnesota, more than one-half of motor vehicle accident fatalities involved unbelted motorists. On average, seatbelts save more than 13,000 lives nationwide.

“We’re seeing a trend among Minnesota motorists age 15 to 29,” says Eden Prairie Police Sgt. Pete Vosbeek. “Although this age group represents only 25 percent of licensed drivers, they account for 45 percent of the unbelted deaths and 55 percent of unbelted serious injuries each year — we need to change this trend.”

As part of the statewide Department of Public Safety (DPS) *Safe & Sober — Click It or Ticket* enforcement effort this spring, Eden Prairie and Bloomington Police are teaming up to focus on a series of high-visibility, high-impact, heavy-enforcement locations in the south metro.

These high enforcement efforts will take place:

Monday, May 24 at 2:30–6:30 p.m. in the City of Bloomington
Wednesday, May 26 at 7:30–11:30 p.m. in the City of Bloomington
Wednesday, June 2 at 6–10 p.m. in the City of Eden Prairie
Friday, June 4 at 10 a.m.–2 p.m. in the City of Eden Prairie
Saturday, June 5 at 2:30–6:30 p.m. in the City of Bloomington

“Our new approach to enforcement demonstrates that our departments are serious about calling attention to the issue of seatbelt safety,” said Sgt. Vosbeek. “But enforcement can’t save lives alone — every motorist should insist their passengers buckle up to ensure a safe ride.”

Around 400 law enforcement agencies across Minnesota will participate in the enforcement effort coordinated by the DPS as a component of the state’s *Toward Zero Death (TZD)* initiative. *TZD* is a multi-agency approach to address traffic issues regionally through enforcement, education, engineering and emergency trauma care.

Buckle Up — *Click It or Ticket.*

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