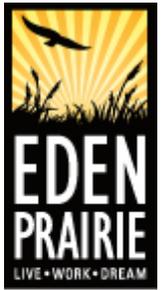


NEWS RELEASE

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EDEN PRAIRIE POLICE OFFICERS PREPARE FOR DEADLIEST DRIVING SEASON *Safe & Sober “Click It or Ticket” Program Begins*

EDEN PRAIRIE, Minn. — May 21 through June 3 the Eden Prairie Police Department will increase patrols as part of the statewide *Safe & Sober* “Click It or Ticket” enforcement campaign. More than 400 agencies statewide will participate in the “Click it or Ticket” program which is designed to get drivers thinking about safe driving practices before the summer driving season, the deadliest time on the roads.

A seat belt citation is \$25 and can cost as much as \$115 with court and administrative fees. Sgt. Jamie Good of the Eden Prairie Police Department says that there is potentially a much higher cost to not wearing a seat belt.

“Unbelted motorists put their lives and the lives of their passengers on a collision course towards possible tragedy,” said Good. “Step one to preventing injury or death in a traffic crash is to have everyone buckle up.”

A 2006 Department of Public Safety survey indicated seat belt use among 16- to 29-year-olds decreased significantly from 79 to 74 percent. Teen drivers are overrepresented in traffic deaths and lack of seat belt use is a major factor.

“When teens are riding together, someone needs to speak up and tell their friends to belt up,” said Good. “That’s all it takes to potentially save someone’s life.”

The *Safe & Sober* effort is coordinated by the Department of Public Safety Office of Traffic Safety as a component of the state’s Toward Zero Death initiative (TZD). TZD is a multi-agency approach to address traffic issues regionally through enforcement, education, engineering and emergency trauma care and response.

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