

PRESS RELEASE

For Immediate Release:

Contact: name
Company
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The number one cause of death...

City, Kan. (month date, year) - According to Center for Disease Control and Prevention, "Motor vehicle crashes are the leading cause of death for U.S. teens, accounting for more than one in three deaths in this age group." Kansas Department of Transportation reports in a 2008 survey that only 61% of teens 15-17 years old are wearing their seatbelts. Officials in **name of city** feel that the lack of teen seatbelt use is a good reason to bring Seatbelts Are For Everyone (S.A.F.E.) to **name of school**.

S.A.F.E. is a program developed to reduce the number of motor-vehicle related injuries and fatalities among Kansas high school students by increasing their safety belt use.

"The program is designed to bring awareness to the importance of wearing a seatbelt through a partnership between students, Law Enforcement and local safety advocates, as well as school administration," says **school administrator**.

Schools in **XXX County** will compete to increase safety belt use among students; thereby saving lives. "After an unannounced safety belt check at each school, the student leaders will focus on executing activities and educating their peers on the importance of seatbelt use." says **XXXX, XXXX at XXXX (police chief)**.

During the program students will be given the opportunity to sign a pledge card pledging to wear their seatbelt at all times. A monthly drawing for a \$25 VISA gift card will be awarded to six students from each school that have signed a pledge card.

After the education portion is complete a second unannounced safety belt check will be conducted. The results will serve as an indicator of the effectiveness of the S.A.F.E challenge. At the end of the program the school with the most seatbelt use as well as the school with the greatest increase of seatbelt use will both be awarded a grand prize, which will consist of one laptop and five Ipods.

The S.A.F.E. program was founded in 2008 in Crawford County, KS and is now part of six counties and multiple schools in Kansas. S.A.F.E. has proven to be successful in the state of Kansas. For more information, please visit www.ktsro.org.