



CITY OF MARCO ISLAND

Police Department

51 Bald Eagle Drive
Marco Island, Florida 34145
239-389-5050
Press Release



For Immediate Release: Friday May 20, 2022

Click It Or Ticket Campaign Starts May 23 With Border To Border Kickoff Event

Marco Island, Florida — During this year's national Click It or Ticket seat belt campaign, which will take place May 23 through June 5, 2022, Marco Island Police Department will be teaming up with law enforcement nationwide for a Border to Border (B2B) kickoff event. The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is asking all states to participate in B2B, a one-day, 4-hour national seat belt awareness event on May 23, which is coordinated by participating state highway safety offices and their respective law enforcement liaisons. The B2B initiative aims to increase law enforcement participation by coordinating highly visible seat belt enforcement for drivers at state border checkpoints.

According to NHTSA, in 2019, there were 9,466 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 55% of passenger vehicle occupants killed at night (6 p.m.—5:59 a.m.) were not wearing their seat belts. That's why one focus of the Click It or Ticket campaign and the B2B kickoff event is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations both day and night. In Marco Island, Florida, the maximum penalty for a seat belt violation is \$113.00.

"The Border to Border component of the Click It or Ticket campaign is important because it raises awareness about seat belt safety during a time when seat belt use is decreased," said Chief Tracy Frazzano. "With an increased number of cars flooding the roads due to the upcoming Memorial Day holiday, it's imperative we get the word out about the importance of seat belt safety."

Contact:

PIO/Captain Richard Stoltenborg
Marco Island Police Department
(239) 389-3950
rstoltenborg@cityofmarcoisland.com

-###-