



**BOOZE and BELTS MOBILIZATION**  
**SAMPLE NEWS RELEASE—ANNOUNCING PARTICIPATION**  
**Spring Valley Police Department**

To increase safety belt use and reduce drunken driving, Spring Valley Police Department will mobilize for the statewide “*Booze and Belts*” campaign from Dec. 12 to 20.

“Deaths and injuries in traffic crashes are especially tragic for families this time of year, so our officers will be out in force during the Booze and Belts mobilization looking for unbuckled and impaired motorists,” said Chief John DuBois

High-visibility law enforcement mobilizations, like Booze and Belts, are helping to save lives and reduce injuries.

In the past 10 years, fatalities from alcohol-related crashes dropped from 348 in 2003 to 185 in 2013, which is a 47 percent reduction. Injuries from alcohol-related crashes dropped from 6,445 in 2003 to 2,660 in 2013, which is a 59 percent reduction. In addition, seat belt use in Wisconsin is at an all-time high with nearly 85 percent of drivers and passengers buckling up, according to the Wisconsin Department of Transportation.

“We’re making progress toward the goal of zero preventable traffic deaths in Wisconsin, but far too many people are still needlessly killed or injured in traffic crashes,” says Chief John DuBois. “We are striving for voluntary compliance with traffic laws, so we urge you to make the responsible decision to buckle up and drive sober. But if you make an irresponsible decision, we will stop you and we won’t give you a warning or a second chance.”