



BRADLEY COUNTY SHERIFF'S OFFICE BRADLEY COUNTY JUSTICE COMPLEX

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FOR IMMEDIATE RELEASE

BCSO increases seat belt enforcement during national "Click It or Ticket" mobilization

CLEVELAND, Tn. (November 12, 2020) — As the Thanksgiving holiday approaches and more drivers hit the roads, the Bradley County Sheriff's Office is partnering with the Tennessee Highway Safety Office (THSO) to remind motorists to "Click It or Ticket." From November 16 - 29, participating agencies across the state will increase seat belt enforcement as part of the National Highway Traffic Safety Administration's (NHTSA) nationwide mobilization.

"During the 'Click It or Ticket' campaign, we'll be working with our fellow law enforcement officers across local and state lines to ensure the seat belt safety message gets out to all drivers and passengers," says Sheriff Steve Lawson. "By far, buckling up is the simplest thing you can do to limit injury or save your life during a crash. We see the results of not wearing a seat belt all the time. We see the loss of life and devastating injuries that could've been prevented with the simple click of a seat belt. That's why buckling up is more than just a good idea—it's the law."

According to NHTSA, in 2018, there were 9,778 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 56 percent 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 is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In Bradley County, the maximum penalty for a seat belt violation is \$50.00.

For more information about seat belt safety or the THSO, visit www.tntrafficsafety.org.



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About BCSO

The Bradley County Sheriff's Office (BCSO) is a law enforcement agency serving all residents of Bradley County, Tennessee. The elected sheriff is Steve Lawson, who has held the post since September 2018. The current chief deputy is Brian Smith. BCSO is located at 2290 Blythe Avenue SE, Cleveland, TN 37311 and can be reached at 423-728-7300 for non-emergency calls.
