

FOR IMMEDIATE RELEASE

May 21, 2014

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‘CLICK IT OR TICKET’ SEAT BELT ENFORCEMENT AND EDUCATION GRANT AWARDED

*Marlboro will Mobilize as Part of Nationwide Campaign
May 19 – June 1, 2014*

MARLBORO TOWNSHIP, NEW JERSEY (May 21, 2014)– Law enforcement officers from the Marlboro Township Police Department will be cracking down on unbuckled motorists and passengers as part of the National ‘Click it or Ticket’ campaign. The Township was applied for and was awarded a \$4,000 grant from the New Jersey Division of Highway Safety for the “2014 Click it or Ticket” grant.

Citing that the large percentage of motor vehicle occupants killed in traffic crashes were not wearing a seatbelt and that the use of seatbelts remains the most effective way to avoid death or serious injury in the event of a motor vehicle accident, the Town Council unanimously passed Resolution 2014-162 supporting the mobilization both locally and nationally at the Township Council meeting held on April 3, 2014.

Mayor Jon Hornik said, “According to the New Jersey Division of Highway Traffic Safety the front seat belt usage rate in New Jersey is 91% but seat belt usage by adults in the rear seat drops to 44 percent. This grant, along with national publicity campaigns, will allow the Police to educate our residents on the life saving value in the simple act of buckling up.”

Beginning May 19 and running through June 1, the annual initiative includes high visibility law enforcement and seat belt checkpoints and saturation patrols. During the 2013 “Click it or Ticket” campaign, 422 police agencies participated in the two week initiative. For more information, call the Marlboro Traffic and Safety Department at 732-536-0100 ext. 1571.

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