



MINNESOTA TOWARD ZERO DEATHS

Southeast Minnesota Toward Zero Deaths

Media Advisory

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Dodge County Students Compete in 3rd Annual Seat Belt Challenge Championship

Local teens and regional Toward Zero Deaths partners encourage community members to buckle up

What: Students across Dodge County will participate in a seat belt challenge to remind everyone how easy it is to buckle up and save a life.

The challenge kicks off the annual Click it or Ticket campaign on seat belt enforcement and education awareness. To save lives and help educate the public, Dodge County and statewide law enforcement agencies will have extra patrols beginning Monday, May 20. The campaign that runs through June 2 is coordinated by the Minnesota Department of Public Safety Office of Traffic Safety

During the seat belt challenge, students will be timed on how quickly they can move to each seat in a car and buckle up. Teams will compete for the coveted *Buckle Up Buttercup* t-shirts donated by National Fleet Graphics and AAA, as well as the Seat Belt Challenge Championship traveling trophy. The winner of the Championship will be announced at Hayfield High School on Friday, May 17 at 11:30.

Who:

- Kasson-Mantorville High School: Monday, May 13, 11 a.m., 101 16th St NE, Kasson
- Triton High School: Thursday, May 16, 11:30, 813 West Highway Street, Dodge Center
- Hayfield High School: Friday, May 17, 11 a.m., 9 6th Ave SE, Hayfield

Why:

- Preliminary numbers show 92 unbelted motorists lost their lives on Minnesota roads in 2018.
- In a five year period (2014 – 2018), 446 unbelted motorists lost their lives and 981 people suffered life-changing injuries on Minnesota roads.
- According to the 2018 Minnesota Seat Belt Survey, 92.4 percent of front seat occupants are wearing their seat belts.

The Southeast Minnesota Toward Zero Deaths program brings area law enforcement, public health educators, engineers, emergency medical and trauma services and everyone together to reduce the number of traffic fatalities and severe injuries to zero in southeast Minnesota. The 11-county area encompasses: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona counties.

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