



# BROWN DEER POLICE DEPARTMENT

## NEWS RELEASE

**DATE AND TIME:** Thursday, May 17, 2018

**CASE NO:** None

**TYPE OF CASE:** Brown Deer Police Department Participation in “Click It or Ticket” Safety Belt Enforcement Mobilization from May 21, 2018 to June 3, 2018

**PLACE OF OCCURANCE:** Village of Brown Deer

### **DETAILS:**

The Brown Deer Police Department will join law enforcement agencies throughout Wisconsin for the annual “Click It or Ticket” safety belt enforcement mobilization from Monday, May 21, 2018 to Sunday, June 3, 2018, which includes the heavily-traveled Memorial Day weekend.

Our participation in the mobilization effort is to increase safety belt use. Although Wisconsin’s safety belt use rate is approximately 89.4 percent, which is an all-time high for the state, this still lags behind the national average of 90.1 percent, according to the Wisconsin Department of Transportation. Last year, nearly half (47%) of the drivers and passengers killed in Wisconsin traffic crashes were not wearing safety belts.

Our goal is not to write more tickets, but to convince people to buckle up voluntarily. We hope that our enforcement efforts during “Click It or Ticket” and throughout the year will help motivate people to buckle up every trip, every time, so that we can achieve zero preventable traffic deaths on Wisconsin roads.

05-17-2018 10:15 A.M.  
**Date and Time**

Daniel Krohn  
**Reporting Officer**

Lieutenant of Police  
**Assignment**

**BDPD.002**  
**(rev.4/15)**