**2022 FMCSA CMV Seat Belt Campaign:**

**News Release Template for Safety Partners**

**FOR IMMEDIATE RELEASE** CONTACT: [Name, Title]

[Date] PHONE/EMAIL: [XX]

**[ORGANIZATION] URGES PROFESSIONAL DRIVERS TO BUCKLE UP ON U.S. ROADWAYS**

*Seat belt awareness campaign launches for commercial motor vehicle community*

**[City, State]** – [Organization] is joining efforts with the U.S. Department of Transportation’s (USDOT) Federal Motor Carrier Safety Administration (FMCSA) to remind commercial motor vehicle (CMV) drivers about the importance of wearing a seat belt. With a goal of zero roadway fatalities, [Organization] is directly supporting USDOT’s [National Roadway Safety Strategy](https://www.transportation.gov/NRSS) by participating in FMCSA’s new national public awareness campaign, [*Y I Buckle Up*](https://www.fmcsa.dot.gov/seatbelts?utm_source=earnedtoolkit&utm_medium=pressrelease&utm_campaign=cmv_safetybelt)*.* The campaign launched during National Truck Driver Appreciation Week in September 2022.

“Our nation continues to see a rise in fatal crashes, and not wearing a seat belt is a major contributing factor,” said [spokesperson name and title]. “[Organization] feels a sense of urgency to do our part in helping prevent injuries or death from vehicle crashes by reminding large truck and bus drivers to always buckle up. Wearing your seat belt can help save lives.”

In 2020, more than 38,000 people died on the road, including nearly 5,000 from large truck-related crashes. Of large truck occupants in fatal crashes in 2020 who were not wearing a seat belt, nearly half died. Road safety is everyone’s responsibility, and that can start with buckling up at all times.

The *Y I Buckle Up* campaign is part of FMCSA’s larger [*Our Roads, Our Safety*](https://www.fmcsa.dot.gov/ourroads?utm_source=earnedtoolkit&utm_medium=pressrelease&utm_campaign=cmv_safetybelt) program, a nationwide initiative to educate all road users on sharing the road safely with large trucks and buses. Specific to seat belt safety, FMCSA has created a suite of [shareable materials](http://www.fmcsa.dot.gov/ourroads/cmv-seat-belt-toolkit?utm_source=earnedtoolkit&utm_medium=pressrelease&utm_campaign=cmv_safetybelt), inclusive of social media graphics and messages, video PSAs, and more that remind CMV drivers to always buckle up. Alongside outreach, FMCSA is running a national paid media campaign that includes audio and video placements, billboards, public transit ads, and social media content.

For more information, visit [www.fmcsa.dot.gov/seatbelts](https://www.fmcsa.dot.gov/seatbelts?utm_source=earnedtoolkit&utm_medium=pressrelease&utm_campaign=cmv_safetybelt).

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*[Organization boilerplate language]*