**2022 FMCSA CMV Seat Belt Campaign:**

**Email Pitch Template for Safety Partners**

### Subject Line:

CMV Seat Belt Campaign Launches Nationwide

### Body:

Hello, [reporter/producer name].

Every year, thousands of people die in vehicle crashes because they are not wearing a seat belt. In 2020 alone, nearly half of large truck occupants involved in fatal crashes who weren’t wearing a seat belt died. Seat belts can help save lives, so why are people still not buckling up?

With the goal of zero roadway fatalities, [Organization] is helping communicate the safety need to always buckle up, specifically to large truck and bus drivers. The U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA) launched a new national public awareness campaign, [*Y I Buckle Up*](https://www.fmcsa.dot.gov/seatbelts?utm_source=earnedtoolkit&utm_medium=pitch&utm_campaign=cmv_safetybelt), to encourage commercial motor vehicle (CMV) drivers to always wear a seat belt, no matter the trip’s distance.

An estimated 14% of CMV drivers do not wear their seat belts. Together with FMCSA, we’re committed to keeping the CMV community safe and helping close this gap. The call to action is simple: **always wear a seat belt.**

A [story/segment] on the *Y I Buckle Up* campaign will help educate [outlet]’s [readers/viewers/listeners] about the importance of wearing seat belts and shine a light on the essential work our nation’s large truck and bus drivers do.

I would be happy to discuss this idea by phone and connect you with one of our spokespeople for comment.

Thank you,

[Organization contact name]

[Phone number]

[Email address]

[Website, Facebook and/or Twitter presence]