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# Media Release

## Local Businesses Support Student Efforts to Buckle-Up

On May 27, 2009, during the statewide Click-It or Ticket Campaign, there was no secret that Colonial Heights Police had their eyes on high school aged drivers. Students arrived at the high school early Wednesday morning to discover *Click-It or Ticket Seat Belt Enforcement Area* signs blanketing the grounds. The signage served as an all day reminder that seat belt use is no joke.



At 2:17 PM, droves of students walked and ran to their vehicles in the student parking lot. As students began to exit the parking lot, they were greeted by uniformed Colonial Heights police officers. Today there were no tickets, just certificates for free chicken sandwiches and discounts on car wash services handed to drivers that were wearing their seat belts. If anyone in

the vehicle was not buckled-up, there were no gifts for the driver. The event was organized to remind the driver of his responsibilities to his passengers *before* he places the car in drive.

Colonial Heights businesses Chick-fil-A and Flagstop Car Wash provided the gifts for the drivers. Mr. Bob Schrum, President of Flagstop Corporation, was even on hand to personally hand over his company's gifts to the student drivers.

The Colonial Heights Police Department participates in the Click-it or Ticket Campaign annually. During the month of May, extra officers were assigned to enforce seat belt and child safety seat laws. Events such as the *High School Belted Driver Reward Program* served to remind all drivers and passengers in Colonial Heights to *Click-it or Ticket*.