



## **Johnson County Government Press Release**

*FOR IMMEDIATE RELEASE*

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### **Bucks Rewarded to Drivers Who Buckle Up**

(OLATHE, KS – **SEPTEMBER 4, 2012**) Safe Kids Johnson County, Safe Kids Kansas, State Farm and the Kansas Department of Transportation (KDOT) want to encourage families to buckle up and drive safely to protect their most valuable asset, their families.

A safety belt awareness campaign called “Bucks for Buckles” is being held in 56 cities across Kansas, Aug. 26 through Sept. 8, 2012. One dollar bills are being distributed by local volunteers to drivers who have all occupants buckled up securely in their vehicle. Those riding unrestrained will receive educational materials about the effectiveness of seat belts and child safety seats in saving lives and reducing injuries.

“No one can predict when they will be involved in a motor vehicle crash, yet almost all of us will be involved in an automobile crash in our lifetime. Last year, 382 people lost their lives on Kansas roadways and 50 percent of them were unbuckled,” said Cherie Sage, State Director for Safe Kids Kansas. “The single most effective means of protecting the lives of you and your passengers is wearing seat belts and using appropriate child restraints every time you ride in the vehicle – even short distances.”

According to the 2011 KDOT Safety Belt survey, only 83 percent of those surveyed ages 14 and older, were wearing their seat belt. This compares to the national average of 84 percent. In 2010, Kansas ranked 36 in the nation in seat belt usage.

For more information about “Bucks for Buckles” call Safe Kids Johnson County at 913-477-8312.

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### **About Johnson County**

Located in the southwestern quadrant of the Kansas City Metropolitan Region, Johnson County, Kansas is a community of choice with a current population of more than 544,000, making it the most populated of the 105 counties in Kansas, but traditionally having the lowest mill levy in the state. Johnson County offers a vibrant quality of life including nationally recognized schools, libraries and parks where businesses and families choose to locate and call their home. For more information visit the county’s website at [www.jocogov.org](http://www.jocogov.org).

