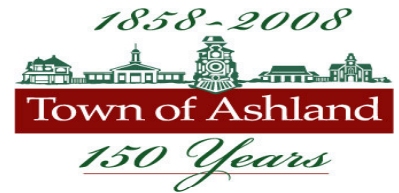




News Release
Ashland Police Department
www.ashlandpolice.us
Thomas A. Clark, Chief
Date: 5/21/2008



Ashland Police Join in the Statewide Click It or Ticket Campaign

Virginia Police Departments participate in the National Click It or Ticket Mobilization each May. Click It or Ticket is focused on increasing seat belt and child safety seat use, which in turn reduces serious injuries and fatalities.

The Ashland Police Department will join other Virginia Law Enforcement agencies between May 12th and June 8th, as part of the Click It or Ticket Mobilization. The Ashland Police Department will increase their traffic enforcement efforts in advance of the heavily traveled Memorial Day weekend.

The Ashland Police Department will focus particular attention on daytime and nighttime seat belt use. According to a seatbelt survey conducted on May 8th at the intersection of Washington Highway and England Street, seventy-four percent (74%) of drivers were wearing their seatbelts. The Ashland Police Department will be looking to increase the percentage of drivers using their seatbelts by the end of the enforcement stage. The statewide goal of 2008 *Click It or Ticket* is to raise the rate to at least 82 percent.

Click It or Ticket is one of several programs under the Smart, Safe and Sober Partnership. Smart, Safe and Sober is a statewide initiative dedicated to preventing crashes, injuries and fatalities on Virginia roadways.

Facts Related to the Town of Ashland Traffic Accidents:

The total number of reportable crashes in 2007 was 144, as compared to 183, which were investigated in 2006. This was a twenty-one percent (21%) decrease from 2006.

There were a total of forty-six (46) parties injured in crashes in 2007, compared to forty-two (42) crashes resulting in injuries to parties in 2006. This was a nine percent (9%) increase in injuries.

