



MIKE COOPER
Mayor



TIM LENTZ
Police Chief

FOR IMMEDIATE RELEASE

Wednesday, May 6, 2015

"I Got Caught" Seatbelt Safety Campaign This Week



Chief Tim Lentz announces that the Covington Police Department will be conducting their "I Got Caught" program again this week, designed to increase seatbelt safety among our children. Motor vehicle accidents are the leading cause of death to teenagers in the United States, representing over one-third of all teen deaths. In a survey conducted by the National Highway Safety Administration, only 76% of teens and young adults (16 to 24 years old) wear their seatbelts, the lowest of any age group. In 2006, 58% of people 16 to

20 years old involved in fatal crashes were unbuckled.

As a member of the Northshore Regional Safety Coalition, the Covington Police Department has partnered with several local businesses to promote teen seatbelt use. Using donations from these local businesses, the Covington Police Department designed t-shirts (pictured above) with "I Got Caught" featured on the front and "Wearing My Seatbelt" on the back.

This week, officers will conduct seatbelt inspections at local high schools as students are released. Students found wearing their seatbelts will be given a t-shirt in recognition of their usage while supplies last. Students who are not wearing their seatbelts will be educated on the importance of wearing seatbelts and the safety they provide.

If the media would like to join us, we will meet at Covington High School, near the Stadium Drive entrance at 2:30 PM. Superintendent Trey Folsie, Principal Hanson and School Board PIO Meredith Mendez are aware of our giveaway.

Chief Lentz states, "Last year's campaign was a tremendous success. Thanks to the continued support of our local businesses, we have another opportunity to educate our children on the safety seatbelts provide, in a positive manner. With summer almost here, teens will spend more time on the road than ever and we want to make their journeys as safe as possible."

The purchase of the t-shirts was made possible by donations from Vanderbrook and Son A/C & Heating, Covington Business Association, Brown Family Orthodontics, Lake 94.7, TASS Brain Injury Rehabilitation Center, Sheriff Jack Strain, Mellow Mushroom, Heritage Bank, Covington FOP Lodge #43, LA Logos & Promos, and Vantage Point Spine & Sports Rehab.

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