



LOUISIANA HIGHWAY SAFETY COMMISSION NEWS RELEASE

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Cupid strikes gold with LHSC seat belt message

Cupid and the Louisiana Highway Safety Commission have a special Valentine's Day message for everyone in Louisiana – "Click It!"

LHSC and the Lafayette music artist – not to be confused with the mythical, arrow-shooting cherub – have collaborated on a new video to celebrate a record seatbelt usage rate in Louisiana. In the video, Cupid talks about his decision to re-mix his international line-dance song, "Cupid Shuffle," to highlight the importance of wearing a seat belt.

"Nothing says 'I love you' more than, 'I want you to wear your seat belt,'" LHSC Executive Director Lisa Freeman said. "And no one has ever expressed that more musically than Cupid."

You can watch the video [here on YouTube](#) or on LHSC's [Facebook](#), [X](#), or [Instagram](#) pages.

At the request of LHSC, Cupid remixed "Cupid Shuffle" with new words for a 2018 public service announcement called "Now Click." Instead of slowly fading away, the jingle has built momentum and now is credited for helping Louisiana achieve an 88.4% seat belt usage rate, the highest ever, according to an LHSC 2025 observational survey.

"I mean, every time the commercial comes on the radio, I get a call or a text from somebody saying, 'I just heard you on the radio,'" Cupid said. "I'm like, 'What song?' They say, 'The Click It song.'"

The jingle is "catchy and fun, and I'd give Cupid another gold record if it were up to me," Freeman said. "There's absolutely no doubt that this jingle has gotten into the heads of young drivers, reminding them to buckle up, and I'm certain it has saved lives."

Cupid said he decided to cut the jingle for LHSC because seatbelt safety is a cause close to his heart.

"I had a cousin who I played football with who passed away in a car accident, and I just felt that it was something that needed to be done," he said. "He was one of my closest friends, and (he and some friends) were leaving a football game, had a car accident, car flipped over, and everybody in the car was OK except him."

Cupid also has a son who just recently started to drive, "and you've got to know every time he gets in that car, I'm nervous," he said. Cupid's son knows the jingle, "so that lets me know that we're doing the right thing."

Cupid said he's been blessed with a successful music career, and he felt it was right for him to give back to the community.

“Sometimes you've got to step out and help the community out and use your power and music to be able to touch people all over,” Cupid said. “At the end of the day, you have lessons and you have blessings, and you take those lessons to try to create blessings for other people.”

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