



LOUISIANA HIGHWAY SAFETY COMMISSION NEWS RELEASE

November 20, 2018

MEDIA ADVISORY LHSC to Promote #NowClick Campaign at Bayou Classic

NEW ORLEANS – The Louisiana Highway Safety Commission will hold a news conference to promote its "Now Click - Every Seat - Every Time" campaign at 10 a.m. Friday, November 23, 2018, at the Hyatt Regency Hotel in New Orleans.

In anticipation of the 45th Annual Bayou Classic football game in the Louisiana Superdome featuring Grambling State University and Southern University, LHSC Executive Director Lisa Freeman will be joined by local and state public safety officials to encourage seat belt usage for everyone in a vehicle. Recognizing that the proper use of seatbelts can reduce traffic injuries and fatalities by nearly 50 percent, law enforcement officials throughout Louisiana are committed to increasing awareness that proper use of seat belts saves lives.

Through a special video message, Gov. John Bel Edwards will lend his voice in support of the #NowClick campaign to highlight the importance of seatbelt utilization. Additionally, musical guest, Bryson "Cupid" Bernard, known internationally for the celebrated hit "Cupid Shuffle," will perform a customized version of his song to highlight the #NowClick initiative.

Who: LHSC Executive Director Lisa Freeman, DOTD Secretary Dr. Shawn D. Wilson, NOPD Chief Michael Harrison, Orleans Parish Sheriff Marlin Gusman, Louisiana State Police Capt. Chavez Cammon, and representatives from Grambling State University and Southern University

What: News Conference Announcing "#NowClick" Campaign

When: Friday, November 23, 2018, 10:00 a.m.

Where: Hyatt Regency Hotel, 601 Loyola Ave., New Orleans, LA 70113, 2nd Floor Lobby Area

In Louisiana, impaired driving and not wearing a seat belt are two leading causes of death in motor vehicle crashes. "The Louisiana Highway Safety Commission is proud to debut its #NowClick seat belt campaign at the 45th Annual Bayou Classic," said LHSC Executive Director Lisa Freeman. "Now Click - Every Seat - Every Time is a simple message, but a powerful one. #NowClick is a movement in the making that can significantly impact the rate of roadway injuries and fatalities. Wearing a seat belt is the best chance of survival in a roadway crash. In this holiday season, give yourself and your loved ones the gift of life. Give yourself many more holidays to enjoy by clicking your seat belt - every seat - every time."

Louisiana Governor John Bel Edwards is an avid supporter and proponent of highway safety and has actively raised his voice in support of the #NowClick campaign. Governor Edwards is encouraging everyone to drive safely during this holiday season, and that begins with everyone in a vehicle using a seat belt in all travels near and far.

For more information, contact:

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