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Tigirlily video kicks off *Click It Or Ticket*

Bismarck – Failure to wear seat belts is a primary factor associated with motor vehicle fatalities in North Dakota. To kick off *Click It or Ticket* enforcement this month in North Dakota, Tigirlily – the popular vocal duo of sisters from North Dakota, Krista and Kendra Slaubaugh - spoke to high school students today in Bismarck and Fargo about seat belt safety.

Tigirlily introduced a new video developed by the North Dakota Department of Transportation (NDDOT) in which Krista describes a car crash she was in last December. “The most vivid thought I can remember was opening my eyes, feeling my seat belt holding me in, and saying to myself ...I’m alive,” Krista explained.

“It is great to have role models like Krista and Tigirlily come forward to make the point that seat belts really do save lives,” said NDDOT Safety Division Director Karin Mongeon. “Enforcement and education are tools we have to show the importance of buckling up. The goal is to save lives, not for law enforcement to issue citations.”

[The video featuring Krista and Tigirlily](#) highlighted the announcement of the national *Click It or Ticket* high-visibility seat belt enforcement campaign. Forty-nine law enforcement agencies are increasing patrols across the state in effort to save lives by enforcing North Dakota’s seat belt law May 23 through June 5. So far this year, nearly 75 percent of motor vehicle fatalities in North Dakota were *not* wearing seat belts.

“Every life is precious. Everyone has dreams to keep alive,” Krista told students on Thursday. “Think of your family and remember how important it is to buckle up on every trip,” she said.

In the [2015 risk behavior survey of North Dakota high school students](#), thirteen percent of males and six percent of females said they rarely or never wear a seat belt when driving a vehicle.

The NDDOT administers federal grant funding for additional seat belt enforcement as part of an overall effort to prevent deaths and injuries on North Dakota roads.

Learn more about traffic safety initiatives at dot.nd.gov, ndcodefortheroad.org or join the conversation on *Code for the Road* Facebook or Twitter. Families are invited to create memorials for those who have died in crashes in North Dakota at ndcodefortheroad.org/memorial.

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