



NEWS FROM THE OFFICE OF  
**ADAM J. BELLO**  
MONROE COUNTY EXECUTIVE

**For Immediate Release**

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## **COUNTY EXECUTIVE BELLO REMINDS DRIVERS AND PASSENGERS TO MAKE SAFETY THE #1 PRIORITY THIS MEMORIAL DAY WEEKEND**

Rochester, NY - Memorial Day is one of the busiest travel holidays of the year and marks the unofficial beginning of summer. County Executive Adam Bello announced today that Monroe County's law enforcement agencies will increase patrols to prevent alcohol, drug-impaired, and reckless driving. This annual traffic safety enforcement period specific to impaired driving prevention begins Friday, May 23 and runs through Monday, May 26.

The U.S. Department of Transportation's National Highway Traffic Safety Administration is also announcing a national "Click It or Ticket" seat belt safety campaign, which coincides with the Memorial Day holiday, from Monday, May 19 through Sunday, June 1. Monroe County law enforcement agencies are taking part in both of these campaigns collaboratively.

"Every single day of the year, drivers are encouraged to make safety their top priority by wearing a seat belt – and ensuring all passengers wear their seat belts," **said County Executive Adam Bello**. "While driving, stay alert, do not use any devices, and do not use drugs and alcohol before getting behind the wheel. We want everyone to get home safely from their holiday celebrations."

A seat belt absorbs the force of impact in a crash and reduces the risk of injury or death. Wearing a seat belt is the simplest choice that any driver or passenger can make to potentially save their life. New York State's amended seat belt law, effective November 2020, states all vehicle passengers must wear a seat belt, regardless of age or where they sit in a vehicle. Every child must use a safety restraint; depending on their height and weight this could be a child safety seat, a harness, or a vest or booster seat with a lap and shoulder belt.

Impaired driving is completely preventable. Before you have even one drink, designate a sober driver. If it's your turn to be the designated driver, take your role seriously and do not drink. Please take the simple steps to create a plan for a safe ride. It can save lives, including your own.

The New York State Governor's Traffic Safety Committee and the NYS STOP-DWI Foundation created a free mobile app called "Have a Plan" to help. For more resources, you can reach the Monroe County STOP-DWI team at <http://monroecounty.gov/safety-stopdwi>.

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