

STATEWIDE — Today, the Colorado Department of Transportation (CDOT), Colorado State Patrol (CSP) and local law enforcement agencies across the state launched the two-week Click It or Ticket May Mobilization seat belt enforcement campaign. In conjunction with the enforcement period, CDOT is encouraging all Coloradans to take the “Lil’ Mac Pledge” to always buckle up. The Lil’ Mac Pledge is in memory of Mackenzie Forrest, who tragically died in a crash on March 13 when she wasn’t wearing her seat belt.

Motor vehicle traffic crashes are one of the leading causes of death for Coloradans — and the leading cause of death for teens. In the event of a serious traffic crash, seat belts reduce the risk of death by 45 percent.

“As the summer travel season approaches, the May Mobilization effort is critical in keeping seat belt use at the front of people’s minds,” said Darrell Lingk, Director of CDOT’s Office of Transportation Safety. “Too many people die each year because they’re not wearing their seat belt, and we are honored to work with Mackenzie Forrest’s family to encourage everyone to buckle up in her memory.”

Today, CDOT, CSP and the Forrest family held an event at the CSP Academy in Golden to encourage Coloradans to buckle up. The event featured the unveiling of Lil’ Mac Pledge cards. A group of Mackenzie’s friends who took the Lil’ Mac Pledge attended the event.

TAKE THE LIL' MAC PLEDGE TO BUCKLE UP

BUCKLE UP EVERY RIDE, EVERY TIME

In 2015, there were **181** UNBUCKLED FATALITIES in Colorado. That's **52%** of all passenger vehicle traffic deaths.

Seat belts reduce the risk of death in a crash by **45%**

One click could be the difference.

To learn more about seat belt safety, visit SeatBeltsColorado.com.

To learn more about Mackenzie and her legacy, visit mackenzie33.com.

We lost our precious daughter, Mackenzie Forrest, in a car accident on March 13. A seat belt would have saved her. Now we treasure our memories — her spirit, her smile, her competitive nature on the basketball court and her kindness toward others. In her memory, we ask that you take the Lil' Mac Pledge — always buckle up, and remember that kindness matters. — Holger and Denise Forrest

CO CDOT ZERO FATALITIES

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