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Bucks for Buckles Campaign Underway

(MSC News)--Wearing a seat belt – and making sure passengers wear theirs – could pay off for area motorists.

Now through Saturday, September 6th, a safety belt awareness campaign called “Bucks for Buckles” is being held in 43 cities across Kansas—including Atchison, Blue Rapids, Frankfort, Holton, Marysville and Seneca.

Local volunteers will distribute \$1 bills at random intersections to drivers who have all occupants buckled up securely in their vehicles. Those riding unrestrained will receive educational materials about the effectiveness of seat belts and child safety seats in saving lives and reducing injuries.

The event, sponsored by Safe Kids Kansas, State Farm and the Kansas Department of Transportation, aims to encourage those traveling roadways over the Labor Day weekend to buckle up and drive safely.

In 2013, 348 people lost their lives on Kansas roadways and 55 percent of them were unbuckled

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