

Bucks for Buckles Campaign Underway

(MSC News)--It will literally pay to buckle up in several local northeast Kansas communities.

Now through September 10th, a safety belt awareness campaign called “ Bucks for Buckles” will be held in 49 cities across Kansas sponsored by Safe Kids Kansas, State Farm Insurance and the Kansas Department of Transportation.

Among the cities where the campaign will be held are Atchison, Blue Rapids, Frankfort, Hiawatha, Holton, Marysville, Seneca, Troy and Wamego.

One dollar bills will be distributed by local volunteers to drivers who have all occupants buckled up securely in their vehicle. Those riding unrestrained will receive educational materials about the effectiveness of seat belts and child safety seats in saving lives and reducing injuries.

Cherie Sage, state director for Safe Kids Kansas, says 384 people lost their lives on Kansas roadways in 2014 and 54 percent of them were unbuckled.

Sage says seat belts are the single most effective device you can use to save your life during a vehicle crash. In addition, she says they also reduce your chances of having a serious injury by as much as 50 percent.

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