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Buckle and Win

Coalition Contest Educates Missourians about Seat Belt Safety

JEFFERSON CITY – It's a proven fact, seat belts save lives. Yet one in four Missourians still don't buckle up. The Missouri Coalition for Roadway Safety urges citizens to make a pledge to wear your seat belt and be entered to win a \$25 Casey's General Store gas card.

By taking the Buckle & Win pledge, located on the Coalition's Facebook page at www.facebook.com/saveMOLives, and entering your name and contact information, participants will be automatically entered to win one of 225 \$25 gas cards donated by Casey's General Stores. By wearing your seat belt, you will always win in a crash. A seat belt will keep you in your seat in your car where there is room to live.

The contest will run from May 23-June 12, 2011 and is open to Missouri residents 18 years of age and older. No purchase is necessary to win. Only one entry per person is allowed. Seventy-five winners will be randomly drawn each week and announced on the Coalition's website at www.saveMOLives.com.

Seven out of 10 Missourians killed in traffic crashes are unbuckled. In 2010, 392 people who were unbuckled were killed in Missouri traffic crashes. Buckle up to Arrive Alive.

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