

THE GREAT CHAPEL HILL/CARRBORO SEAT BELT PAYOFF IS ON!



WEARING SEAT BELTS CAN SAVE YOUR LIFE WEARING SEAT BELTS CAN WIN YOU PRIZES

Traffic accidents are the leading cause of death for people under 34 years of age. Yes, the leading cause, ahead of every other cause.

Buckling up when you ride is the single most effective thing you can do to increase your chances of escaping serious injury or death in a crash.

To help you get into the regular habit of wearing belts, we are going to give thousands of prizes to belt wearers.

HERE'S HOW YOU CAN WIN

If you are wearing your seat belt when you are stopped by researchers from the University of North Carolina Highway Safety Research Center—you win a prize.

For example, at a parking lot exit, we will randomly select exiting traffic. All who are belted in the selected car will receive:

1. A coupon redeemable for cash or a gift at a named merchant's location
AND
2. A chance for a monthly drawing for \$500 and a grand prize drawing for \$1000.

The more times you are belted the more times you can win.

The van is currently circulating on Chapel Hill/Carrboro streets and UNC campus.

**Buckle up Tar Heels and make
those Seat Belts Pay Off!**

The contest will last through October 1983 and is co-sponsored by:

The University of North Carolina Highway Safety Research Center
The North Carolina Governor's Highway Safety Program
The General Motors Corporation
The Village Companies

