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March 4, 1993

FOR IMMEDIATE RELEASE:

GRANT TO SUPPORT CONVINCER PROJECT

CHARLESTON, IL--Eastern Illinois University's Office of Safety Programs has received a \$76,783 grant from the Illinois Department of Transportation to encourage and increase voluntary compliance with the state's occupant restraint laws.

To assist in the project, Eastern will use the Illinois Department of Transportation's Seat Belt Convincer for demonstrations at various locations such as safety conferences, private industry, driver education classes, shopping malls and county fairs.

The project provides information promoting the use of seat belts and child safety seats.

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CONVINCER PROJECT GRANT

The once popular "Vince and Larry" crash dummies have now taken a back seat to the Seat Belt Convincer, says Dan Bolin, director of Safety Programs at Eastern. "The Seat Belt Convincer allows people to see for themselves why occupant restraints should be worn and the important role they play in whether you live or die."

According to Bolin, the Convincer project, now in its seventh year, has been very effective in promoting the use of safety belts and emphasizing the importance of the state's occupant restraint laws.