In a world where lives are at risk, laws are broken and South Carolina roads can be Highways or Dieways, comes a champion, a crusader — someone to help everyday heroes save lives . . .
IT LOOKS BAD, CAPTAIN BUCKLE UP. SOME GUY ON A CELL PHONE WAS TAILGATING AND CAUSED A CHAIN REACTION. HE’S BEEN TICKETED, BUT HIS CARELESSNESS LEFT A LOT OF PEOPLE HURT - INCLUDING A BOY. THE KID’S MOM IS FRANTIC, BUT WE’LL HAVE TO CITE HER, TOO. SHE DIDN’T HAVE THE LITTLE GUY IN THE BACK SEAT, BUCKLED IN A CHILD SAFETY SEAT WHEN SHE CRASHED.

IT’S A MIRACLE HE SURVIVED. BUT HE’S TRAPPED IN THE CAR. AND WITH ALL THIS TRAFFIC, WE HAVEN’T BEEN ABLE TO GET THE RIGHT EQUIPMENT THROUGH TO GET HIM OUT. POOR KID. WHAT WAS HIS MOM THINKING?
Even during the Buckle Up South Carolina Campaign,* not everyone obeys the state’s safety belt laws.

... Officer—while you get this traffic cleared, I’ll free the boy.

*Buck Up South Carolina (BUSC) Safety Belt Campaign is held in the month of May each year by the South Carolina Department of Public Safety to encourage motorists to Buckle Up Every Trip, Every Time.
South Carolina’s own Captain Buckle Up frees the trapped child.

South Carolina has a new hero!
SUPER! HE’S MY HERO! YES! HOORAY!
Thanks, Captain Buckle Up!

Standing close by, the child’s mother is relieved and very grateful.

Thank you, Captain Buckle Up!
If everyone wears a safety belt and drives responsibly . . . well, that’s all the thanks I need. And support the officers who enforce the state’s safety belt and other traffic laws day and night. They’re the real highway safety super heroes!
ALWAYS BUCKLE UP!

CAPTAIN BUCKLE UP.
COMING SOON TO A ROAD NEAR YOU!
Get Buckled!