

**CPS/VALENTINE'S PLANNER
SAMPLE NEWS RELEASE**



Note: before filling in the names of the Organization and Organization spokesperson, you *MUST* contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out the press release.

FOR IMMEDIATE RELEASE: [Date]
CONTACT: [Name, Phone Number, E-mail]

[Local Organization] Reminds Parents of Importance of Booster Seats
Valentine's Week to Focus on Child Passenger Safety

[Date]— Every year children suffer needless injury. Children ages 4 to 8 who use booster seats are 59 percent less likely to be injured in a car crash than children who are restrained only by a safety belt, according to a study by Children's Hospital of Philadelphia (CHOP). According to NHTSA, motor vehicle traffic crashes were the leading cause of death for every age 3 through 33.

A positive relationship between drivers using safety belts and children being restrained shows 92 percent of the children who were transported by belted drivers were restrained compared to only 62 percent of the children transported by unbelted drivers.

That's why **[Local Leader/Organization]** is joining with the National Highway Traffic Safety Administration (NHTSA), the Ad Council and others around Valentine's Day this year to commemorate Child Passenger Safety Week (Feb. 12-18). The primary goal this year is to remind all parents and other adults responsible for children traveling in motor vehicles -- if the kids are under 4'9" tall, they need to be in a booster seat. Only an estimated 10 percent to 20 percent of children ages 4 to 8 use booster seats.

[Local Leader] said that as children grow, how they sit safely in a car, truck, van or SUV changes. For maximum child passenger safety, parents and caregivers simply need to remember and follow the *4 Steps for Kids*:

1. Use rear-facing infant seats in the back seat from birth to at least one year of age and at least 20 pounds;
2. Use forward-facing toddler seats in the back seat from age one and 20 pounds to about age four and 40 pounds;
3. Use booster seats in the back seat from about age four to at least age eight—unless the child is 4’ 9” or taller; and
4. Use safety belts in the back seat at age eight or older or taller than 4’ 9”.

It is imperative to remember all children under age 13 should ride in the back seat.

“Many parents are under the false impression that children who have outgrown child safety seats can move right into regular safety belts, but nothing could be further from the truth,” said **[Local Leader]**. “So this year on Valentine’s Day, and during Child Passenger Safety Week, we are working hard to remind all parents, grandparents, and child care providers to use a booster seat to raise their kids to the right height in the car. If they’re under 4’9” tall, put them in a booster seat.”

Some parents or caregivers may regard booster seats as a hassle to use or a pain to convince their children to use. But **[Local Leader]** said that protecting the ones you love means getting past the temporary complaints and perceived hassles.

“Use a booster seat because you love them,” said **[Local Leader]**.

NHTSA and the Ad Council have launched new public service announcements (PSAs) to inform the parents of young children that booster seats are the critical (but often forgotten) step needed between car seats and regular safety belts. The campaign includes new television, radio, print, outdoor and online PSAs. The new public service announcements promote the following booster seat message: Raise your children right. If they’re under 4’9”, put them in a booster seat.

For more information about Child Passenger Safety Week and the proper use of booster seats, visit www.boosterseat.gov.

###