



## Business Newsletter Inserts

### Ad campaign offers boost to retailers

Retailers are being offered new help selling booster seats, which are used to position young children in safety belts and prevent them from being injured or killed in a crash.

A new booster seat advertising campaign by the National Highway Traffic Safety Administration and the Ad Council is offering retailers and car dealers point-of-purchase materials for their stores. The effort is an attempt to convert the campaign's awareness gains into increased booster seat purchases—and increased use.

The message of the advertising campaign is one every parent should know: without a booster seat, a safety belt may not hold a younger child back in a crash. Safety belts are designed for adults, not children. Unrestrained and improperly restrained children are much more likely to be injured or killed in a crash. Indeed, in 2002, 329 children age 4 through 7 and 1,209 children age 8 through 15 were killed in crashes while traveling in a vehicle. That same year, 58,000 4- to 7-year-olds and 160,000 8- to 15-year-olds were injured in crashes while traveling in a vehicle.

NHTSA recommends booster seats for children from about age 4 and 40 pounds until they are at least age 8 or 4-feet-9-inches tall. Most children ages 4 to 8 should be in booster seats.

The television, radio and print campaign is offering retailers and car dealers designs for a postcard, a brochure, a poster and a growth chart. The print-ready designs can be downloaded free of charge on the web, in PDF format, at [www.boosterseat.gov](http://www.boosterseat.gov). Retailers and dealers are being asked to print the materials they need themselves, though a limited number of poster-size growth charts will be made available at the web site on a first-come, first-served basis.

Booster seats are available online and at major discount chains, some large toy stores and other retailers that sell products for children. To find out more about booster seats and the point-of-purchase materials, go to [www.boosterseat.gov](http://www.boosterseat.gov).



## Newsletter Ad

You wouldn't treat a crash test dummy like a child, so why treat your child like a crash test dummy? After children outgrow their child safety seats, they should be placed in booster seats until they are at least age 8 or 4'9" tall. Booster seats raise a child up so the safety belt fits correctly, preventing the child from being killed or injured in a crash. Find out more at [www.boosterseat.gov](http://www.boosterseat.gov).

## Newsletter blurb

### Children under 8 need booster seats

Is your child between 4 and 8 years old? If so, he or she should ride in a booster seat – a seat that positions your child so the safety belt fits correctly and protects him or her in a crash.

The National Highway Traffic Safety Administration recommends booster seats for children who have outgrown child safety seats until they are at least age 8 or 4-feet-9-inches tall. And this year, the agency is promoting the recommendation in a new advertising campaign featuring child crash test dummies. "You wouldn't treat a crash test dummy like a child," the campaign says, "so why treat your child like a crash test dummy?"

The message is one every parent should know: Safety belts are designed for adults, not for children. Without a booster seat, a safety belt may not protect older child passengers in a crash.

Booster seats are available online and at major discount chains, some large toy stores and other retailers that carry products for children. To find out more, go to [www.boosterseat.gov](http://www.boosterseat.gov).