



Press Release

For immediate release

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[Date]

NHTSA, Ad Council, retailers, [organization] join booster seat battle for Child Passenger Safety Week

Motor vehicle crashes are the No. 1 killer of children ages 2 to 14. 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. But the battle to protect our children on the road is getting a boost from two formidable allies: the Ad Council and national and local retailers.

Many people believe that children who have outgrown child safety seats should use safety belts. This is not true. Safety belts, which are designed for adults, won't fully restrain many children in a crash. Those children need a booster seat, which raises the child up so the safety belt fits—and protects—they. The National Highway Traffic Safety Administration (NHTSA) recommends booster seats for children from about age 4 and 40 pounds to at least age 8, unless the child is 4-feet-9-inches tall. But NHTSA estimates that booster seats are used by 10 to 20 percent of the children who should be in them.

So during Child Passenger Safety Week, which runs Feb. 8-14, 2004, NHTSA and the Ad Council are launching an unprecedented nationwide television, radio and print ad campaign to raise awareness about booster seats. National and local retailers that sell booster seats—including **[name of local participating retailer(s)]**—are also lending their support to the effort by holding child passenger safety events, sharing information about booster seats and promoting the seats in their stores with materials linked to the Ad Council campaign.

[Organization] commends **[local participating retailer(s)]** and other retailers for their participation in this lifesaving mission. "Getting booster seat information into the hands of parents at a place where they can pick one up is a great way to get more kids into booster seats," said **[spokesperson, title]**. "Our retail partners are doing our communities and our children a great service."



“This is about saving the lives of our children and serving our community,” said **[spokesperson from participating retailers]**. “We are proud to be a part of this important effort.”

[Organization name] is participating in Child Passenger Safety Week as well. On **[date]**, we are holding a **[event type]** where parents and caregivers can learn about booster seats and **[any additional activities such as having child safety seats and booster seats inspected]**.

“There are just too many kids out there who are at risk because they are not riding in booster seats,” said **[spokesperson]**. “But as more parents and caregivers learn about booster seats through efforts like these, that will change.”

For more information about booster seats, visit www.boosterseat.gov.