



Letter to Retailer

Dear Store Manager:

You save lives. Every time you sell a booster seat, you help to correctly position another child in a motor vehicle so that the adult safety belt fits that child properly. As a result, the child is less likely to be killed or injured in a crash.

Consider this: Motor vehicle crashes are the No. 1 killer of children ages 2 to 14. In 2002, crashes killed or injured more than 58,000 4- to 7-year-olds and 160,000 8- to 15-year-olds traveling in vehicles. Far too many of those children weren't properly restrained, particularly those of booster seat age. In fact, booster seats are used by only 10 to 20 percent of the children who should be in them.

Now you have a chance to give kids a boost and boost sales at the same time. This opportunity comes from a new radio, print and television advertising and educational outreach campaign by the National Highway Traffic Safety Administration and the Ad Council that promotes booster seats.

As a child safety advocate, I encourage you to use the campaign's point-of-purchase materials. The materials are designed to leverage the advertising effort by reminding parents and caregivers about the need for booster seats while they are in a place where they can actually buy the seats.

The materials include a brochure, poster and growth chart, which are all available at www.boosterseat.gov for retailers to download free and reproduce themselves.

Find out more about the arrangement at the web site. By doing so, you will be joining a life-saving movement. Retailers across the country are being asked to print and use what they can in their stores. The end result, we believe, will be an increase in booster seat sales and a continuing reduction in child fatalities and injuries.

Thank you for your help. If you have any questions, please feel free to call me at **[contact number]** or e-mail the Buckle Up America campaign at buckleup@aed.org.

Sincerely,
[name]