

**Car Seats Colorado | Radio PSA Templates for Car Seat Check Events**

## 15- Second

* Car crashes are a leading cause of death nationwide among children under age 13. Verify your child’s safety on [Date] at [Location] for a FREE car seat check event hosted by [Organization]. Learn more at CarSeatsColorado.com.
* Three out of four children are not properly secured in their car seat. Find information on how to make sure your child is riding safely at CarSeatsColorado.com, including dates and locations of free local car seat checks in our community by a certified technician.

## 30-second

* Colorado law enforcement issued 362 citations for improperly restrained children during last year’s three seat belt enforcement periods. With car crashes cited as one of the leading causes of death among children under the age of 13, Car Seats Colorado encourages parents and caregivers to visit [location] on [date] from [time-time] to have their car seats inspected for FREE by a certified car seat technician for correct installation and sizing. Learn more at CarSeatsColorado.com.
* Three out of four children traveling on Colorado roads are improperly restrained, putting them at risk for serious injury or death in a crash. Car seats, booster seats and seat belts are designed to protect kids based on their age, weight, height and physical development, so all factors must be taken into account. Many car seats are also not installed correctly, so don't take a chance. Car Seats Colorado and your local [organization] invite parents and caregivers to visit [location] on [date] from [time to time] to receive a free car seat inspection from a certified car seat technician. Learn more at CarSeatsColorado.com.
* Protect what you love the most. Your child’s car seat keeps them safe on the road. So, make sure your child is in the right car seat for their age and size, that it is installed properly, and check regularly for recalls. Three out of four children are not properly secured in their car seat. Find information on how to make sure your child is riding safely at CarSeatsColorado.com, including dates and locations of free local car seat checks in our community by a certified technician.