

[Date]

**CONTACT**:

[Name, organization
phone | email]

**MEDIA ADVISORY**

**Free Car Seat Safety Check in [City/Town]***Parents and caregivers are encouraged to have their child’s car seat checked regularly*

**[CITY or COUNTY]** — Three out of four children are not properly restrained while riding in vehicles, putting them at severe risk of injury or death. Certified car seat technicians in [city/county] are offering free car seat safety checks for parents and caregivers to make sure their car seat is installed and used properly.

WHAT: Free car seat safety check by certified car seat technicians

WHEN: [date]

WHERE: [location]

WHY: From 2015-2019, there were 80 fatalities of children ages 15 and younger on Colorado roads. Car crashes are a leading cause of death among children under the age of 13 nationwide, according to the National Highway Traffic Safety Administration (NHTSA). Parents and caregivers should have rear-facing, forward-facing and booster seats checked regularly for proper use and installation by a certified car seat technician. All families with young children riding in car seats are encouraged to attend.

Please direct questions about the car seat check event to [contact name] at [phone number] or [email].

For general questions about Car Seats Colorado, please contact Tim Sutherland, Colorado State Patrol, at (303) 917-8679 or timothy.sutherland@state.co.us. Learn more about Car Seats Colorado at [CarSeatsColorado.com](http://www.CarSeatsColorado.com).

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