

[Date]

**CONTACT**:

[Name, organization
phone | email]

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

**[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. On [date], certified car seat technicians in [city/county] are offering free car seat safety checks at [location and time] for parents and caregivers to make sure their car seat is installed and used properly.

From 2015-2019, there were 80 fatalities of children ages 15 and younger on Colorado roads. 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. Colorado’s Child Passenger Safety Law is a primary enforcement, meaning a driver can be stopped and ticketed if an officer sees an unrestrained or improperly restrained child.

“Proper car seat and booster seat fit and installation can be tricky,” said Colorado State Patrol Trooper Tim Sutherland, child passenger safety coordinator for Car Seats Colorado. “Certified technicians can identify and fix common mistakes parents may not even know they’re making — and really decrease the chances that your child will be injured in a crash.”

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). Some common problems include:

* Turning a child’s seat forward facing too soon or transitioning them out of a booster seat before they’re ready.
* Using a car seat that does not fit the child based on their height, weight and physical development.
* Not meeting car seat and vehicle manufacturers’ recommendations for installation and use.
* Improper latching of the car seat, use of expired car seats, and harnesses that are not properly secured.

[Organization] is a proud partner of the [Car Seats Colorado](https://www.codot.gov/safety/carseats) program, which aims to create an environment in Colorado where every child is properly secured in an approved and appropriate restraint system.

Car Seats Colorado is comprised of the Colorado State Patrol, Colorado Department of Transportation, local car seat technicians, law enforcement, emergency services and other professionals who are dedicated to implementing child passenger safety programs and encouraging parents to take the necessary steps to protect their children when in vehicles. Learn more about how to keep children safe in vehicles and download informational resources at [CarSeatsColorado.com](http://carseatscolorado.com/).

###