**FOR IMMEDIATE RELEASE: (Date)**

**CONTACT: (Name, phone number, e-mail)**

*Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them to obtain their permission to use their names in this press release; and you must get their approval for the language used in their quotes. Please accommodate any changes or additions they may require before distributing this release to the media and public.*

**Back to School with “Buckle Safety”**

**(Organization) to Hold ‘Seat Check’ Event at (Location)**

*Certified technicians will help parents and caregivers*

*check car seats for proper installation*

(**Local Dateline.**)(**Organization**) today announced it will conduct a free “Seat Check” (**or local day**) event on (**insert date**) at (**location**). Certified child passenger safety technicians will be on hand from (**start time to end time**)to check car seats for proper installation and advise parents and caregivers how to choose the right car seats for their family and install them properly in their vehicles. The event, supported by **(local area)**’s Child Passenger Safety Team, is free to the public.

Crash data from the Colorado Department of Transportation, from 2006-2010, shows that 64 child passengers, ages 0-12, died in traffic crashes. Over half (55%) were not using a child safety seat or seat belt, or they were using one improperly. According to the Centers for Disease Control and Prevention(CDC) and the National Highway Traffic Safety Administration (NHTSA), Motor vehicle crashes are the leading cause of death for children ages 5 to 15 years old, and the second leading cause of death for children ages 1 to 4 years old, in the United States.

 “You can never predict or control what other drivers might do or how the weather might change the safety of a roadway,” said (**Spokesperson**). “The best way to protect your kids is to put them in the right car seats for their age and size and use those seats correctly on every trip, every time. By attending (**local area’s**) car seat event, parents and caregivers can be sure their kids are riding as safely as possible.”

(**Last name of spokesperson**) also urged parents to follow NHTSA’s car seat recommendations that parents and caregivers keep children in their restraint types for as long as possible according to manufacturer instructions before moving them to the next type. For maximum safety, a parent or caregiver should have the car seat installation inspected by a certified Child Passenger Safety Technician to ensure their children are in the right seats for their age and size. Children 12 and under should always ride in the back seat.

**Rear-Facing Seat**

For the best possible protection, your child under age 1 should always ride in a rear-facing car seat. There are different types of rear-facing car seats: infant-only seats can only be used rear-facing. Convertible and 3-in-1 car seats typically have higher height and weight limits for the rear-facing position, allowing you to keep your child rear-facing for a longer period of time.

**Forward-Facing Seat**

Your child should remain in a rear-facing car seat until the child reaches the top height or weight limit allowed by your car seat’s manufacturer. This may result in many children riding rear-facing to age 2 or older. Once your child outgrows the rear-facing car seat, your child is ready to travel in a forward-facing car seat with a harness.

**Booster Seat**

Keep your child in a forward-facing car seat with a harness until the child reaches the top height or weight limit allowed by your car seat’s manufacturer. Once your child outgrows the forward-facing car seat with a harness, it’s time to travel in a booster seat, but still in the back seat.

**Seat Belt**

Keep your child in a booster seat until the child is big enough to fit in an adult seat belt properly. For a seat belt to fit properly the lap belt must lie snugly across the upper thighs, not the stomach. The shoulder belt should lie snug across the shoulder and chest and not cross the neck or face.

Remember:

* Select a car seat based on your child’s age and size, choose a seat that fits in your vehicle, and use it on every trip, every time.
* Always refer to your specific car seat manufacturer’s instructions; read the vehicle owner’s manual on how to install the car seat using the seat belt or LATCH system; and check height and weight limits.
* To maximize safety, keep your child in the car seat for as long as possible, as long as the child fits within the manufacturer’s height and weight requirements.
* Keep your child in the back seat at least through age 12.

Parents can find an inspection station closest to them by visiting www.carseatscolorado.com or calling 303-239-4500.

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