



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Date: September 19, 2012

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Riverside Police Celebrates Child Passenger Safety Week

Protect your child—secure them in the right seat, at the right time, & the right way!

Riverside, California – Motor vehicle crashes are the leading cause of death among children in the United States, in an effort to respond to this epidemic, the National Highway Traffic Safety Administration initiated Child Passenger Safety Week. This national event, scheduled for September 15-22, 2012, brings public attention to the importance of properly buckling up children every time they ride. According to the Department of Transportation, “Child safety seats reduce the risk of death in passenger cars by 71% for infants, and by 54% for toddlers’ ages 1 to 4 years.”

The Riverside Police Department has partnered with Riverside County Injury Prevention Services, Inland Empire Safe Kids, and Sam’s Club to host a community Child Passenger Safety Clinic in honor of Child Passenger Safety Week. Parents and caregivers will have the opportunity to get their child’s car seat checked by certified technicians. Child restraints will be checked for proper usage, proper fit for the child, and any recalls.

When: *Thursday, September 20, 2012*

Time: *10am to 1pm*

Where: *Sam’s Club*

6363 Valley Springs Pkwy

Riverside, CA 92507

Law enforcement officials would like caregivers to remember:

- Never leave your child alone in a hot car—not even for a minute.
- For the best protection and peace of mind, always place your child in a rear-facing child safety seat for as long as possible.
- Be certain that your child’s car seat is properly installed to maximize safety and reduce injuries.

The Riverside Police Department and their partners urge the public to get your car seats checked please call in advance for an appointment at (951) 826-5674.

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