



PRESS RELEASE

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Date: August 1, 2013

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August is
Purple Ribbon
Month

Riverside Police Raise Awareness about the Dangers of Leaving Kids in Cars

24 children have lost their lives this year due to hyperthermia

Riverside, California- For years, August has been designated as Purple Ribbon Month to remind parents and caregivers about the dangers of leaving children in vehicles. Kaitlyn's Law, effective January 2002, made it illegal to leave a child under 7 unattended inside a motor vehicle. To support this effort, the Riverside Police Department has partnered with Riverside County Injury Prevention Services, Inland Empire Safe Kids, and other agencies to distribute purple ribbons as a reminder to never leave your child unattended in a vehicle, not even for a minute, not even a second!

During the summer months, temperatures spike and children are left in vehicles that can reach up to 120 degrees even on a moderately cool day. A child's body heats up 3-5 times faster than an adult's body and can rise to 106 degrees within 10-15 minutes of being left in a hot vehicle. Since February of this year, 24 deaths have been reported in the U.S. due to hyperthermia.

"Many members of RPD are parents, so this issue hits close to home" said Riverside Police Lieutenant Guy Toussaint. "We as individuals, and as a department, care about the children of our community and remind parents about the danger of leaving children inside a hot vehicle. "

Law enforcement officials recommend these prevention tips:

- If you see a child unattended in a vehicle, call 911.
- Make "look before you leave" a routine and check the back seat every time you get out of the vehicle. Don't overlook sleeping babies.
- Make arrangements for your day care provider to call within 30 minutes if your child has NOT been dropped off.
- Always lock your vehicle and make sure children do not have access to keys. If a child is missing, always check the pool first and then the vehicle, including the trunk.
- Never let children play inside the vehicle.

The Riverside Police Department will be distributing purple ribbons at our Orange and Magnolia Street Police Facilities and encourages the public to participate. Free purple lapel, antenna, and tree ribbons are available. For more information, contact PSR DeFries at ndefries@riversideca.gov or 951-826-5674.

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