



City of Arts & Innovation

PRESS RELEASE

Police Department
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FOR IMMEDIATE RELEASE

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RIVERSIDE POLICE REMINDS CAREGIVERS TO LOOK BEFORE YOU LOCK **19 CHILDREN HAVE LOST THEIR LIVES THIS YEAR DUE TO HEATSTROKE**

RIVERSIDE, CA – August has been designated as Purple Ribbon Month, reminding parents and caregivers about the dangers of leaving children unattended in hot vehicles. To date, 19 deaths have been reported in the U.S. due to heatstroke, three of these in the state of California. State law prohibits leaving a child under 6 in a vehicle without the supervision of someone who is at least 12 years old (CVC 15620).

Purple Ribbon Month was established by the nonprofit 4R Kids' Sake. The Riverside Police Department has partnered with Riverside County Injury Prevention Services, Safe Kids Inland Empire, and other agencies to distribute purple ribbons to the public as a reminder to never leave your child unattended in a vehicle, not even for a minute, not even a second! Beginning August 1st, purple ribbons will be flown on Riverside Police units in memory of children who have died after being left alone in a vehicle.

Heatstroke is the leading cause of non-crash, vehicle-related deaths for children. On average, every 10 days a child dies from heatstroke in a vehicle (Safe Kids Worldwide). During the summer months, temperatures within a vehicle 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 unattended in a hot vehicle.

Law enforcement officials recommend these prevention tips:

- If you see a child unattended in a vehicle, call 911 immediately.



- 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.
- Place something in the backseat that you would need, such as a purse, briefcase or cell phone.
- 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.

If you want to join the campaign, 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, decorative, and tree ribbons are available.

For more information, contact PSR DeFries at ndefries@riversideca.gov or 951-826-5674.

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