

NEWS RELEASE

NEWS RELEASE

NEWS RELEASE

For immediate release

Contact: Stephanie Tombrello, Executive Director,  
SafetyBeltSafe U.S.A. (310) 222-6860, [stombrello@carseat.org](mailto:stombrello@carseat.org)  
For e-mail version: [SafetyBeltSafe@aol.com](mailto:SafetyBeltSafe@aol.com)

## **Program Helps New Parents Protect Babies in the Car**

TORRANCE, CA (March 17, 2008)—SafetyBeltSafe U.S.A. is partnering with hospitals in Los Angeles and Orange Counties on a new three-year program funded by California Kids' Plates. The goal of "Ride Safe from the Start" is to improve child passenger safety education for new parents by developing a new educational program for expectant parents that reaches hospital clients reliably and efficiently.

SafetyBeltSafe U.S.A. also will hold child passenger safety policy workshops and offer consultation on the issue to all hospitals in the region. Hospitals have an excellent opportunity to offer injury prevention services while meeting the requirements of California law. Hospital employees who would like further details of the workshop program are encouraged to contact SafetyBeltSafe U.S.A. at (310)222-6860 or e-mail [ckim@carseat.org](mailto:ckim@carseat.org).

This program is funded with proceeds from sales of "Kids' Plates," license plates for California vehicles that feature a heart, a star, a hand or a plus sign. Kids' Plates generate funds for a variety of programs that protect children. Proceeds from sales of the specialty plates are distributed to child injury prevention (25%), child abuse prevention (25%), and child care health and safety (50%) programs. Kids' Plates grants are awarded under a competitive process for injury prevention programs throughout California to develop new approaches, to encourage professional development, and to provide direct services for both rural and urban areas. Kids' Plates with a personal message cost just \$50 to begin and \$40 per yearly renewal. For more information, call 1-800-HEY-KIDS or go to [www.kidsplates.org](http://www.kidsplates.org).