

PRESS RELEASE

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For immediate release

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Safety Seat Checkup at the Petersen Automotive Museum

What: Safety Seat Checkup

Where: Petersen Automotive Museum, 6060 Wilshire Blvd, Los Angeles, CA 90036

When: Saturday, April 21, 10:00 a.m. to 2:00 p.m.

Why: Car crashes kill hundreds of children each year and injure tens of thousands. Many die unnecessarily because 9 out of 10 kids aren't buckled up correctly. Families will learn how to install their safety seats correctly, why children should ride rear facing until at least two years old, and why kids need booster seats until 10 – 12 years old.

LOS ANGELES, CA (March 26, 2012)—Parents can combine the fun of a family outing at the Petersen Automotive Museum with the serious business of ensuring their children's safety by attending Safety Seat Checkup Day on April 21. Coordinated by SafetyBeltSafe U.S.A. with sponsorship by California Office of Traffic Safety and Toyota Motor Sales, U.S.A., free safety seat inspections will be provided from 10 a.m. to 2 p.m. in the museum parking lot at Fairfax and Wilshire in Los Angeles. Families participating in the checkup will be given discount coupons to visit the museum.

Children and adults who have been saved by safety belts, safety seats, or helmets are invited to the 11:30 a.m. press conference so they can be recognized. Local lawmakers and other dignitaries are invited for the celebration and to present resolutions for Safety Seat Checkup Week (April 15-21).

Sponsors and supporters for the event are California Office of Traffic Safety through the National Highway Traffic Safety Administration, Toyota Motor Sales, U.S.A., Petersen Automotive Museum, and Pomona Police Department.

Teams of nationally Certified Child Passenger Safety Technicians and other trained volunteers will inspect each safety seat at the event to make sure it fits the child properly, is correctly installed, and is in the safest possible location in the vehicle. Sample seats will be on display to help parents choose a safety seat that fits the child and can be securely installed in the vehicle. Older children will be invited to try the 5-Step Test to find out if they fit properly in a vehicle safety belt without a booster.

SafetyBeltSafe U.S.A. conducts free safety seat checks throughout the year at various locations as a part of a training program for health and safety professionals. At checkups last year, more than 90% of the seats checked were not safe for the child or needed adjustment. Even well-educated, safety-conscious parents often make unsuspected mistakes that can result in serious injuries to their children. According to the California Highway Patrol, more than 80% of the small children killed in car crashes would have survived if they had been properly buckled up.

California law requires children to ride in a safety seat or booster, in the back seat, until they are at least eight years old. However, most children need a booster for proper belt fit until they are at least age 10 to 12, depending on their proportions and the design of the vehicle. SafetyBeltSafe U.S.A. recommends that children ride in the back seat, which is 40% safer than the front, until they are old enough to learn to drive.

During Special Enforcement Week (April 8-14), law enforcement officers will focus their efforts on writing tickets for children under six riding in the front seat, babies on laps, and children under 16 riding loose or in the back of pickup trucks. Special Enforcement Week is co-sponsored by Peace Officers Association of Los Angeles County and SafetyBeltSafe U.S.A.

SafetyBeltSafe U.S.A. is the national non-profit organization solely dedicated to child passenger safety and was founded in 1980 by fifteen Los Angeles-area safety advocates. The organization is nationally recognized for technical expertise and program excellence. For more information, go to www.carseat.org or call the Safe Ride Helpline: (310) 222-6860 or (800) 745-SAFE. For Spanish: (310) 222-6862 or (800) 747-SANO.

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