

PRESS RELEASE

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For immediate release

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Child Safety Seat Recycling at EarthFest LA

What: Collection of unusable child safety seats at EarthFest Los Angeles for recycling. Drop off unusable child safety seats (car seats and booster seats) and receive a discounted ticket to attend the Jazz Concert at EarthFest.

Where: West Los Angeles College, 9000 Overland Avenue, Culver City, CA 90230

Directions: There are two entrances to *West Los Angeles College*. The west entrance is at 9000 Overland Avenue, two blocks south of Jefferson Blvd., in Culver City. The north entrance is at the intersections of Jefferson Blvd. and College Blvd. College Blvd. is between La Cienega and Overland. The college is conveniently reached from the 405 Fwy, Sepulveda Blvd, La Cienega, Jefferson Blvd, or Slauson.

When: Saturday, September 15, 2012 from 11 a.m. to 4 p.m.

Media opportunities: interviews with safety experts, information on child safety seat recycling, information about child safety seat distribution programs; photo opportunities (children, child safety seats, community, recycling, and law enforcement volunteers)

TORRANCE, CA (August 25, 2012) - EarthFest Los Angeles is offering a drop-off point for unusable child safety seats (car seats and booster seats) so they can be recycled. Any EarthFest attendee who brings in an unusable child safety seat can receive a discounted ticket to the Jazz Concert at EarthFest.

“Our goal is to collect 100 unusable child safety seats at EarthFest,” says Stephanie Tombrello, executive director of SafetyBeltSafe U.S.A. “Our first priority is safety – to get old or damaged child safety seats out of circulation. The benefit of

partnering with EarthFest is to promote recycling of these seats so they stay out of the landfill as well as out of the hands of unwitting parents.”

Child safety seats will be accepted at either entrance of EarthFest. Any child safety seat that has expired, is older than 10 years, has been in a crash, obtained from a thrift store, or has any other damage, should not be used again. Visit www.carseat.org for information about the discounted Jazz Concert tickets.

Recycling child safety seats is a new venture in Los Angeles County, the result of collaborations between SafetyBeltSafe U.S.A., local police departments, and recycling centers. The entire team will refer those needing help to obtain new child safety seats to Los Angeles County safety seat distribution programs.

Tens of thousands of child safety seats need to be taken out of circulation annually in Los Angeles County alone. Parents often call SafetyBeltSafe U.S.A. to ask how to do this.

“Although our primary goal is always safety, if we can help divert even a portion of these child safety seats from ending up in the landfill, we can help the environment along the way, which many parents ask us how to accomplish,” said Tombrello.

This program is made possible with funding from a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration. For more information on Child Passenger Safety Week, including training for those who work with children and a free safety seat checkup for families scheduled for 9/22/12 at Harbor-UCLA Medical Center, call SafetyBeltSafe U.S.A. at (310) 222-6860.

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