

# Media Alert



Buckling up is a family affair.

**What:** Safety Seat Checkup Day

**Why:** Car crashes are the **#1 killer of children**.  
9 out of 10 children are riding buckled up **INCORRECTLY!**

**Who:** SafetyBeltSafe U.S.A.  
Petersen Automotive Museum  
Sponsors: California Office of Traffic Safety, Pomona Police Department, Toyota Motor Sales, U.S.A.  
Major Supporter: Peace Officers Association of Los Angeles County

**When:** Saturday, April 9, 2016  
10:00 a.m.-2:00 p.m. Safety Seat Inspections  
11:30 a.m. Recognition of families saved in crashes, Special Guests

**Where:** Petersen Automotive Museum  
Parking lot at Fairfax and Wilshire in Los Angeles

**Photo Opportunities:** Children in safety seats, BUCKLEBEAR

## **Interview Topics:**

- Why 9 out of 10 kids ride incorrectly buckled up - even though most parents think their child is safe.
- Why babies and kids up to at least age 2 should ride rear facing - and why it's about to become CA law!
- Why most children need to use a booster seat to avoid potentially life-threatening injuries until age 10 - 12.
- How to tell if a child is ready to wear just a safety belt
- How to protect your unborn baby in the car.

**Contact:** Stephanie Tombrello, Executive Director, SafetyBeltSafe U.S.A.  
310-222-6860 (office) or 818-416-7310 (cell)

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.