

NEWS RELEASE

For immediate release

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Local Organization Seeks Votes on Facebook to Win Grant

Torrance, CA (April 4, 2013) — An innovative project developed by a local non-profit organization, SafetyBeltSafe U.S.A., has made the first cut—as one of 200 out of 3000 nationwide proposals—to compete for a State Farm grant of \$25,000. The project, called Safe and Green, will protect both children and the environment in the Los Angeles area by encouraging families to properly recycle old, unsafe car seats instead of using them for kids or sending them to landfills.

Only 40 of the organizations that submitted proposals will receive funds, with winners selected by votes from Facebook users. Torrance-based non-profit SafetyBeltSafe U.S.A. is one of 200 finalists selected by the Youth Advisory Board of insurance company State Farm. Facebook users can vote up to 10 times daily to support their favorite cause. Voting is open from April 4 to April 22; each of the top 40 causes will receive \$25,000.

Safe and Green has three objectives: 1) to publicize how to determine if used car seats are safe, so they can be passed on to a friend or relative; 2) to encourage economically disadvantaged families to seek safety seat distribution programs for low-cost seats, rather than accepting used seats of unknown background; and 3) to move unusable seats—those involved in crashes, with non-repairable recalls, missing key parts, and/or too old—to a facility that will recycle the components properly, not send them to the landfill. Part of the last objective is to build a network of drop-off points throughout Los Angeles County and other cities near Pomona, where TMC Horizon is located. This

innovative recycling company not only will dismantle and properly recycle components of old safety seats but also will pick up seats if individuals or groups within 40 miles have at least 10 on hand.

Founded in 1980 by 15 advocates from the Los Angeles area, SafetyBeltSafe U.S.A. is the only national organization dedicated exclusively to child passenger safety. Last year, the organization won a State Farm *Cause An Effect* grant for the Boosters Are For Big Kids program in Pasadena.

“We see this as a demonstration project,” said SafetyBeltSafe U.S.A. Executive Director Stephanie Tombrello. “In addition to helping protect children and the environment in the Los Angeles area, we hope it will serve as an example for other communities across the country.”

For further information, or to arrange interviews with Stephanie Tombrello, please contact 310-222-6860 or stombrello@carseat.org.

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