

NEWS RELEASE

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For immediate release

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Facebook Harnessed to Protect Kids in Cars

(Pasadena, May 23, 2012) Facebook users are receiving a big “Thank you!” from SafetyBeltSafe U.S.A. for helping the organization secure a \$25,000 grant to bring safety education to Pasadena kids.

The "Boosters Are For Big Kids" campaign was one of 40 projects to receive funding in the State Farm Insurance “Cause An Effect” campaign. Facebook users could use up to ten votes every day from April 27 to May 17 to support 100 good causes competing for the available grants.

“We are thrilled that we are one of the winners in the 'Cause An Effect' campaign,” said Stephanie Tombrello, Executive Director of SafetyBeltSafe U.S.A. “Every year, car crashes kill and permanently disable thousands of elementary school children across America. Few parents know that most children need a booster until age 10-12 in order to be safe in the car. The 'Boosters Are For Big Kids' program teaches parents and children how to protect themselves from this risk. We are delighted that we will be able to bring it to more children in Pasadena, where interest is building.”

The program works with schools to teach the 5-Step Test for safety belt fit to kids and adults. Parents and children learn why most kids need boosters until age 10-12. Booster seats reduce injuries by 45% and prevent many life-threatening and life-changing injuries, such as spinal cord damage, serious abdominal injury, and head injury.

The announcement of the award and a description of the program can be viewed at www.facebook.com/statefarm/app_376288832400015?app_data=Boosters-Are-For-Big-Kids.

MORE

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"Boosters Are For Big Kids" focuses on teaching the easily understood 5-Step Test (see sidebar). When belts don't fit, not only are children at risk of major injury but also the parents or driver can get a ticket for approximately \$500 for incorrectly transporting a child under age 16. In California, all occupants must be buckled up **correctly**. A \$20 booster can make a huge difference,

Besides providing the Boosters Are For Big Kids elementary school program, SafetyBeltSafe U.S.A. holds safety seat checkups, such as the one at the Wal Mart in Pomona, scheduled from 10 am to 2 pm on May 23, where trained checkers will help parents correct the way their children are riding to address the 90% incorrect use rate seen at most of these events.

Protect your child's life today. Visit www.carseat.org for details and flyers.

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SIDEBAR

Most kids need to ride in a booster seat from about age 4 until age 10-12.

If your child isn't using a booster, try the simple test below the next time you ride together in the car. If you answer "no" for any of the questions, your child is not yet ready to use a safety belt without a booster.

The 5-Step Test

1. Does the child sit all the way back against the auto seat?
2. Do the child's knees bend comfortably at the edge of the auto seat?
3. Does the belt cross the shoulder between the neck and arm?
4. Is the lap belt as low as possible, touching the thighs?
5. Can the child stay seated like this for the whole trip?