**FOR IMMEDIATE RELEASE: (Date)**



**CONTACT: (Name, phone number, e-mail)**

*Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them to obtain their permission to use their names in this press release; and you must get their approval for the language used in their quotes. Please accommodate any changes or additions they may require before distributing this release to the media and public.*

**(Organization) Calls ‘Seat Check Saturday’ Event in (Location) a Major Success**

*Certified technicians helped scores of parents and caregivers*

*check car seats for proper installation*

(**Local Dateline.**)(**Organization**) today reported that (**number**) car seats were inspected by certified child passenger safety technicians during Saturday’s) car seat check event at (**location**). Of the seats checked (**percentage**) had been incorrectly installed or used.

“Yesterday’s event helped (**local area**) parents learn how to choose the right car seat and correctly install it so their kids would be properly protected when traveling in the family vehicle,” said (**spokesperson**). (**He/she**) noted that far too many car seats are being improperly used, even though keeping kids safe in the family car is a priority for parents.

The event, known as National Seat Check Saturday, highlighted (**local area’s**) participation in this year’s national Child Passenger Safety Week that ran from Sept. 16 to Sept. 22. Participation was free for all.

“Given that car crashes are the leading cause of death for children 1 to 13 years old, choosing the right car seat and learning how to use it correctly is vital knowledge for every parent and caregiver,” (**spokesman**) said.

According to data from the U.S. Department of Transportation’s National Highway Traffic Safety Administration, there were 4,028 children 12 and younger killed and an estimated 660,000 injured while occupants of passenger vehicles from 2006 to 2010. “That’s more than the population of the entire city of Boston, Massachusetts,” (**spokesperson**) said.

(**He/she**) said people should follow NHTSA’s car seat recommendations that encourage parents and caregivers to keep children in each restraint type for as long as possible before moving them to the next type.

For maximum safety, parents and caregivers should get their car seats checked by a certified child passenger safety technician to ensure their children are in the right seats for their age and size and children 12 and under should always ride in the back seat.

Birth – 12 months

For the best possible protection, your child under age 1 should always ride in a rear-facing car seat. There are different types of rear-facing car seats: infant-only seats can only be used rear-facing. Convertible and 3-in-1 car seats typically have higher height and weight limits for the rear-facing position, allowing you to keep your child rear-facing for a longer period of time.

1 – 3 years

Your child should remain in a rear-facing car seat until he or she reaches the top height or weight limit allowed by your car seat’s manufacturer. This may result in many children riding rear-facing to age 2 or older. Once your child outgrows the rear-facing car seat, your child is ready to travel in a forward-facing car seat with a harness.

4 – 7 years

Keep your child in a forward-facing car seat with a harness until the child reaches the top height or weight limit allowed by your car seat’s manufacturer. Once your child outgrows the forward-facing car seat with a harness, it’s time to travel in a booster seat, but still in the back seat.

8 – 12 years

Keep your child in a booster seat until the child is big enough to fit in a seat belt properly. For a seat belt to fit properly, the lap belt must lie snugly across the upper thighs, not the stomach. The shoulder belt should lie snug across the shoulder and chest and not cross the neck or face.

Remember:

* Select a car seat based on your child’s age and size, choose a seat that fits in your vehicle, and use it on every trip, every time.
* Always refer to your specific car seat manufacturer’s instructions and read the vehicle owner’s manual for directions on how to install the car seat using the seat belt or the LATCH system; and check height and weight limits.
* To maximize safety, keep your child in the car seat for as long as possible, as long as the child fits within the manufacturer’s height and weight requirements.
* Keep your child in the back seat at least through age 12.

(**Spokesman**) also noted that parents don’t have to wait until the next National Seat Check Saturday to make sure their car seats are installed or learn how to choose the right car seat. They can make an appointment with their local certified child passenger safety technician by contacting (**insert local tech contact info**), (**spokesperson**) said.

For more information on car seat safety, Child Passenger Safety Week, and to find other seat check events, visit [www.safercar.gov/therightseat](http://www.safercar.gov/therightseat).

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