



FOR IMMEDIATE RELEASE:
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Safe Kids Program Hits Major Milestone—One Million Seats Checked for Proper Installation

Statistics show a 25 percent drop in vehicle crash fatalities for children under age 5 since car seat inspection program began

CHARLOTTE - Safe Kids Buckle Up, the child passenger safety program of Safe Kids USA sponsored by Chevrolet and General Motors, has reached a milestone no other safety program can claim: one million car seats and booster seats checked for proper installation.

Volunteers from Safe Kids Charlotte Mecklenburg & Safe Kids Union County have inspected over 12,000 seats since 2003. At approximately 30 minutes per inspection, one million car seat inspections represents more than 500,000 volunteer hours or 57 years for one person working around the clock.

Nearly 200 car seat checkup events are being held at Chevrolet dealerships and community locations throughout the country in celebration of the millionth seat milestone.

Significant progress has been made since 1997 when the program checked its first car seat. Statistics from the National Highway Transportation Administration show a 25 percent drop in vehicle crash fatalities for children under the age of 5 from 1997 to 2006 (the latest year with available data). More good news has been seen in restraint use. Car seats have saved the lives of an estimated 3,800 children ages 0 to 4 from 1997 to 2006. Of the children in fatal crashes where restraint use was known, 46 percent were unrestrained in 1997. This number decreased to 25 percent in 2006.

The hard work and dedication of each and every coalition, chapter and volunteer has made this milestone possible. This is a tremendous accomplishment - one million children in communities across the United States buckled up the correct way because of the communities unwavering commitment to the safety of children. Congratulations on this outstanding achievement! Please join area Safe Kids for local child safety seat events:

Charlotte/Mecklenburg County

WHAT: Child Passenger Seat Inspection & Heat Sensor Demonstration/Kids in Hot Cars)
WHEN: Thursday, June 12, 10am -NOON
WHERE: Highland Creek Elementary (Sponsored by Parks Chevrolet)
7242 Highland Creek Parkway
Charlotte, NC 28269 (North Charlotte)
CONTACT: Jason Dickson, 704-277-1559
WEBSITE: www.safekidschameck.org, or for public information 704-336-SAFE (7233)

Union County

WHAT: Child Passenger Seat Inspection, Heat Sensor Demonstration (Kids in Hot Cars), Seat Belt Fitting Station, as well as Summer Safe Travel Theme to offer safety tips. Radio call-in on site during the event.
WHEN: Thursday, June 12th, Noon to 4 pm
WHERE: Griffin Motor Company, 2500 West Roosevelt Blvd. Monroe, NC 28110
CONTACT: On-site: 704-289-3135 (Jennifer Cooke: 704-225-9221, only prior to the event)
WEBSITE: www.unionems.net

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