



**Suggested tweet:**

Give gift of safety: rearview camera system helps stop child backover deaths. <http://bit.ly/1swrx8n>

## NEWS RELEASE

**Tuesday, Dec. 16, 2014**

**KidsAndCars.org**

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[www.KidsAndCars.org](http://www.KidsAndCars.org)

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## **Give the gift of safety, recommends KidsAndCars.org**

***Child safety group teams with Operation Safe Road™ to offer rearview cameras at discounted prices***

Kansas City, MO - Dec. 16, 2014 - For a limited time during the holidays, **Operation Safe Road™** is coordinating with **KidsAndCars.org** to help prevent backover injuries and deaths of children, by offering a rearview camera system at special pricing of \$299.

At least 50 children are backed over every week in the United States, according to statistics provided by KidsAndCars.org.

The package deal includes a rear observation camera and 3.5-inch LCD monitor. For convenience, installation is included in the package price, and can be done by a professional at the purchaser's work location or home. Reduced from list price of \$429, the sale price of \$299 includes shipping and installation.

KidsAndCars.org advocates retrofitting a rearview safety system on every vehicle to help drivers see children in their blindzone. (The term "blindzone" refers to the area behind a vehicle in which a child cannot be seen. On average it can be 8 feet wide and as much as 30 feet long.)

"Banish your blindzones and help put the brakes on backover tragedies by installing a rearview camera in your car," recommends Janette Fennell, founder

and president of KidsAndCars.org, a national nonprofit child safety organization working to prevent injuries and deaths of children in and around motor vehicles.

For every package sold a donation will be made to **KidsAndCars.org** to help keep children safe. A portion of the proceeds will also benefit the **Wounded Warrior** project and **Hire Patriots**, organizations that aid military veterans and their families.

**To order, call 1-800-479-9945.** For more information on the rearview safety holiday packages, visit [www.OperationSafeRoad.com](http://www.OperationSafeRoad.com).

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**About KidsAndCars.org:** Founded in 1996, KidsAndCars.org is the only and leading national nonprofit child safety organization dedicated solely to preventing injuries and deaths of children in and around motor vehicles. KidAndCars.org promotes awareness among parents, caregivers and the general public about the vehicle related dangers to children, including backover and frontover incidents, power window mishaps and heat stroke from unknowingly being left in a vehicle. The organization works to prevent tragedies through data collection, education and public awareness, policy change, product redesign and survivor advocacy.

CONVENIENT INSTALLATION AT YOUR HOME OR BUSINESS\*

GIVE THE GIFT OF SAFETY!

PRICE INCLUDES INSTALLATION AND FREE SHIPPING

- × Rear Observation Camera
- × 3.5" LCD Monitor

\$429  
**\$299**

BACK-UP CAMERA SYSTEM INSTALLED

OPERATION SAFE ROAD VEHICLE SAFETY, INSTALLED.

CALL: 800.479.9945

\*Mobile installation applies for California, Arizona and Nevada

CONVENIENT INSTALLATION AT YOUR HOME OR BUSINESS\*

GIVE THE GIFT OF SAFETY!

PRICE INCLUDES INSTALLATION AND FREE SHIPPING

- × Four sensors with license plate
- × Audible alert
- × Digital display

\$349  
**\$259**

BACK-UP SENSORS INSTALLED

OPERATION SAFE ROAD VEHICLE SAFETY, INSTALLED.

CALL: 800.479.9945

\*Mobile installation applies for California, Arizona and Nevada

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