



NEWS RELEASE

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KidsAndCars.org Announces Partnership with American Gaming Association During Responsible Gaming Education Week

Partnership to focus on education, development of best practices to prevent children from being left unattended in vehicles

August 5, 2014, Washington, DC – As part of Responsible Gaming Education Week, the American Gaming Association (AGA) and KidsAndCars.org, one of the nation’s leading child safety organizations, announced today a new partnership to protect children, educate gaming industry security personnel and share best practices on preventing minors from being left unattended in vehicles.

“Responsible gaming begins before the customer walks through the doors of the casino,” **said Geoff Freeman, president and CEO of the American Gaming Association.** “Through our partnership with KidsAndCars.org, we will raise awareness among our employees and further strengthen our security practices for these rare, but avoidable tragedies.”

“The gaming industry is clearly dedicated to ensuring the safety of their patrons, and we’re thrilled to partner with the American Gaming Association to help protect children,” **said Janette Fennell, founder and president of KidsAndCars.org.** “Children should never be left alone in a vehicle. Through this unique partnership, we will raise awareness in the gaming industry and educate other industries how they too can become leaders in preventing children from being left alone in vehicles.”

Responsible Gaming Education Week runs from August 4 through August 9. As part of its “[Get to Know Gaming](http://bit.ly/1AA5Avl)” (<http://bit.ly/1AA5Avl>) campaign, the AGA is encouraging the industry to “Get to Know Responsible Gaming” throughout the entire year. Gaming companies dedicate millions of dollars annually to educate patrons and employees about responsible gaming and recognizing the signs of a gambling disorder.

KidsAndCars.org is the leading national nonprofit group dedicated solely to preventing injuries and deaths of children in and around motor vehicles. For more information, please visit KidsAndCars.org, please [click here](#).

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