



**Suggested tweet:** Mother who lost son in hot car on TODAY ([bit.ly/seitztoday](http://bit.ly/seitztoday)) & in TIME [time.com/hot-car-death/](http://time.com/hot-car-death/) #KidsAndCars #heatstroke

## NEWS RELEASE

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KidsAndCars.org

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

**Contacts:** Janette Fennell, founder and president, [484-278-4641](tel:484-278-4641), cell [415-336-9279](tel:415-336-9279) or [Janette@KidsAndCars.org](mailto:Janette@KidsAndCars.org)

## Statement of Janette Fennell, President of KidsAndCars.org

### *Technology Critical To Prevent Child Deaths In Hot Cars*

At least 24 children have died so far this year in hot vehicles, including the most recent death of a 2-year-old girl in Roanoke, Virginia, on Sunday, Aug. 31. More than 600 children have died in similar incidents since 1998. Three quarters of the victims are children 2 years old or younger.

I want to commend the national media for focusing attention today on this important public safety issue. *Time* magazine, ([time.com/hot-car-death](http://time.com/hot-car-death)) the *Today Show* ([bit.ly/seitztoday](http://bit.ly/seitztoday)) and *CNN* are all featuring the story of Lindsey Rodgers-Seitz of Ridgefield, Connecticut, whose son died in July.

Public education alone is simply not enough. Technologies in automobiles have decades of proven results in preventing needless deaths and injuries. Auto technologies have been used to make cars safer through airbags, seatbelt reminders and, soon, with rearview cameras.

When deaths from auto backovers were on the rise, KidsAndCars.org, together with families and victims and consumer health and safety groups, worked with Congress to pass bipartisan legislation requiring auto manufacturers to use existing technology to install rearview cameras in all vehicles as standard equipment by 2018.

The research of David Diamond, Ph.D., a neuroscientist at the University of South Florida, clearly underscores the problem. His research shows that when the brain habit memory system clashes with a separate memory system that processes new information, the result can be the loss of awareness of anything, whether it is a task to remember – stop at the grocery store or stop at the childcare center – rather than driving straight to work. It only takes a momentary lapse of memory to cause a lifetime of heartache from the loss of a child.

We call upon the U.S. Department of Transportation, responsible for setting vehicle safety standards, to address these needless deaths of young children by aggressively pursuing a technological solution.

Furthermore, we encourage automakers, auto suppliers and car safety seat manufacturers, to work together to accelerate development of technologies to end these preventable tragedies.

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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 vehicles. KidsAndCars.org promotes awareness among parents, caregivers and the general public about the dangers to children, including backover and frontover incidents, and heat stroke from being inadvertently left in a vehicle. The organization works to prevent tragedies through data collection, education and public awareness, policy change, product redesign and survivor advocacy.