



## MEDIA ADVISORY

May 31, 2001

KidsAndCars.org

<http://www.kidsandcars.org/>

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### **KidsAndCars.org Warns Parents Not to Leave Children Unattended in or around Motor Vehicles**

***8 Deaths in May underscore need for Urgent Alert, Don't take a vacation from your children's safety***

**WHAT:** KidsAndCars.org convenes a national news conference to alert parents and caregivers about the dangers of leaving children unattended in motor vehicles. Author to reveal findings of a study on heat stroke deaths over the last five years suffered by children left unattended in motor vehicles. Senator Jackie Speier calls the Legislature to action on the importance of protecting our young children. Author reveals study noting an alarming increase in deaths and serious injuries due to motor vehicles backing over children at low speed. (most often in private driveways). Demonstration of the ReversAid™ system; designed to reduce the dangers to children that can occur while vehicles are backing up.

KidsAndCars.org announces a new and exciting public education campaign sponsored by Safeway Stores.

KidsAndCars.org is a project of the Trauma Foundation, a nonprofit organization dedicated to prevention of injuries. The mission of KidsAndCars.org to reduce injuries and deaths that occur when children are left unattended in or around motor vehicles.

**WHEN: FRIDAY, JUNE 1, 2001 @ 12:30 pm**

**WHERE: Andretti Speedmart** (includes Starbucks, Texaco, Burger King, Convenience Mart)  
**1298 Howard St., corner of 9th & Howard Streets, San Francisco, CA**

There will be a demonstration with children that illustrates the numerous risks children face in and around vehicles.

**WHO:**

Janette Fennell, President and Founder, KidsAndCars.org  
Senator Jackie Speier, D-San Mateo/San Francisco, author of Senate Bill 255, Unattended Children in Cars legislation currently before the California legislature  
Anara Guard, Director of Information, Join Together, BU School of Public Health  
Diane Winn, Associate Director, Pediatric Injury Prevention, UC-Irvine  
Jason Patterson, Marketing Executive, Donnelly Corporation  
David Bowlby, Director of Public Affairs, Safeway Stores Northern Division

For more information about KidsAndCars.org please visit its website at [www.KidsAndCars.org](http://www.KidsAndCars.org)

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