



## MEDIA ADVISORY

August 14, 2003

KidsAndCars.org

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

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### **Power Windows in American-made Automobiles Blamed for Children's Deaths and Injuries Consumer Groups to Unveil National Campaign to Improve Power Window Safety and New Polling Data**

**WHAT:** Every year, children are killed and injured by power windows in American-made automobiles. Detroit-based automakers have the ability to prevent these tragedies—and do so in models sold overseas—but choose not to in vehicles sold in the U.S. KIDS AND CARS will launch a national campaign aimed at educating consumers about the dangers of power windows and improving power window safety in vehicles. Parents, consumer advocates and safety experts will join KIDS AND CARS to detail the dangers of power window switches commonly found in American vehicles and what engineering solutions have been available for years to prevent the problem. The news conference will release results of a new national poll; premiere public service announcements; hear from parents of children killed and injured; demonstrate the force of windows snapping objects in half; and release a new petition filed with the National Highway Traffic Safety Administration.

#### **WHO:**

**Janette E. Fennell**, President Founder, KidsAndCars.org

**Britt Gates**, Survivor advocate whose child was killed by a power window; Mom/Founder, The Zoie Foundation

**Susan Winn**, Project Manager, Consumer Federation of America

**Becky Hergatt**, Survivor advocate whose child was nearly killed by a power window

Representatives from other organizations supporting the campaign will be in attendance.

**WHERE:** National Press Club, Murrow Room - 529 14th Street, NW, Washington, DC 20045

**WHEN:** Tuesday, August 19, 2003, 10:00 am (ET)

**VISUALS:** Broadcast quality PSA and B-roll of switches, children in cars and power windows cutting through fruits and vegetables; live demonstration of power window switches and objects being cut; photos of children.

#### **SATELLITE FEED COORDINATES:**

**DATE:** Tuesday, August 19, 2003

**TIME:** 13:00 - 13:15 ET

**SATELLITE:** AM 9, Transponder 11

**ORBITAL POSITION:** 85 Degrees West

**DOWNLINK FREQUENCY:** 3920

**DOWNLINK POLARITY:** Vertical

**SATELLITE TYPE:** C-Band

**AUDIO:** 6.2,

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**About KidsAndCars.org:** Founded in 1996, KidsAndCars.org is a national nonprofit child safety organization dedicated 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 dangers to children, including backover and frontover incidents, and heatstroke from being inadvertently left in a vehicle. The organization works to prevent tragedies through data collection, education and public awareness, policy change and survivor advocacy.