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KidsAndCars.org Summer Newsletter

Its official... summer is finally here! The kids are home from school, playing outside and everyone's routines have been turned upside down. This is the time of the year that we must be extra vigilant with our children in and around vehicles. It's time to put in place those proactive summer safety habits that will ensure you and your family enjoys a happy, healthy and safe summer! Check out KidsAndCars.org summer safety advice as well as other information from other organizations on the Toys"R"Us Safety Experts Say site. ([click here](#))

NEW 'Look Before You Lock' Video Public Service Announcement:



KidsAndCars.org teamed up with Fort Bend County, TX law enforcement to launch a new 'Look Before You Lock' public service announcement video for TV and billboard campaign. The campaign is focused on preventing children from dying in hot cars. We are extremely impressed with this EXCELLENT campaign and the fact that the Fort Bend County representatives have decided to share this campaign with all interested parties. A great big THANK YOU to them! Please take advantage of these professionally produced materials.

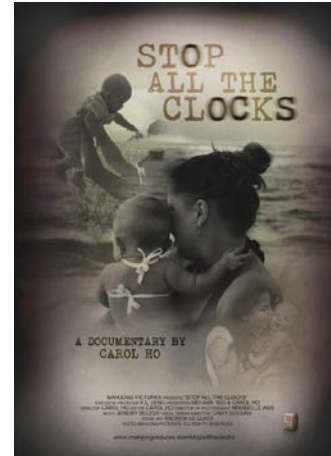
[Click here to watch the 60 second 'Look Before You Lock' PSA video](#)

[Click here to watch the 30 second 'Look Before You Lock' PSA video](#)

'Stop All The Clocks' documentary available on Amazon.com:

'Stop All The Clocks' follows the 2007 story of Haley Wesley, a young Californian mother who unknowingly left her precious baby Maddison in a hot car. The compelling documentary explores the entire process a family endures after an unthinkable tragedy takes place.

[Go to Amazon](#)



Smile.Amazon.com

*You shop, Amazon donates,
children's lives are saved*

Do you shop on Amazon.com? Did you know if you select "Kids And Cars" as your charity of choice Amazon will donate a portion of your purchases directly to KidsAndCars.org?

It doesn't cost you a penny and it literally only takes a few seconds to complete the one-time charity selection!

Seriously... it's so easy! Don't forget to tell your kids to sign up too.

How to set your charity of choice:

1. Log in to your Amazon.com account at: <http://smile.amazon.com/ch/20-0024715>
2. Search for "Kids And Cars"
3. Select "Kids And Cars (Bala Cynwyd, PA) as your charity.
4. Now all you have to do is... shop till' you drop!



NEW 'Look Before You Lock' Safety Checklist

Tragically, about 33% of children who die in hot cars got into the vehicle on their own. KidsAndCars.org has redesigned our 'Look Before You Lock' safety checklist to include safety tips to help parents make sure their child never becomes trapped inside a vehicle on their own.

The 'Look Before You Lock' cards are distributed to hospital birthing centers nationwide to help eliminate these predictable and preventable tragedies. To date, KidsAndCars.org has distributed over 625,000 cards nationwide.

Order your 'Look Before You Lock' cards today!

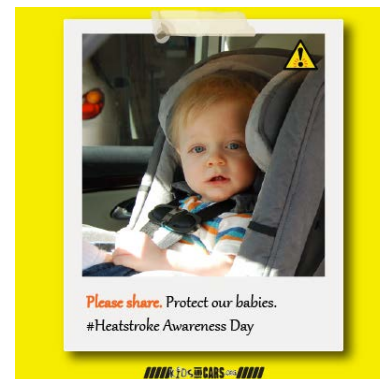
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National Heatstroke Day

National Heatstroke Day May 23rd was a huge success on social media. KidsAndCars.org's posts reached nearly 23,000 people organically! Thank you to everyone who pitched-in and shared posts throughout the day. Get ready, July 31, 2015 will be the next event.

'Like' us on Facebook - [click here](#)



Alec's Run

The 11th annual Alec's Run took place on April 25th in Dix Hills, NY. The incredible Nelson family works all year long to honor little Alec who was just 16-months-old when he was backed over by an SUV. This amazing event celebrates his life and educates people about the dangers vehicles can pose to young children. Adriann and Bill Nelson, Survivor Advocate parents, were vital to the passage of the law that will require all vehicles to have a rearview camera system as standard equipment by May 2018.



KidsAndCars.org president & founder, Janette Fennell with Bill Nelson



Janette Fennell running with the kids!



Bill & Adriann Nelson, Alec's parents.



KidsAndCars.org's VP, Sue Auriemma

Summer Safety Must Reads:

KidsAndCars.org's Summer Safety Tips: [click here](#)

Who can stop hot car deaths?, CNN Kelly Wallace (January 7, 2015) [click here](#)

Fatal Distraction, Gene Weingarten's Pulitzer Prize winning feature article that appeared in The Washington Post. [click here](#)

HOT TIP: Have you checked your vehicle for recalls? If not, there may be serious safety risks you aren't aware of. Please visit, <http://www.recalls.gov/nhtsa.html> to check for recalls on your vehicle, car seat, tires, etc.

We recently partnered with MediaplanetUSA in their just released Safety and Security campaign. The objective is to raise awareness about pressing home security issues we're facing today such as burglaries and preventable injuries and online safety. The campaign was distributed through USA Today on June 12th, 2015 and is published online. Go check it out and keep yourself and your family safe! <http://bit.ly/1FOpDpY>

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