**For Immediate Release**

Contact: **Coalition Coordinator**

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** Media Advisory **

**Safe Kids [Coalition] Celebrates Safe Kids Day**

**to Protect Kids from Preventable Injuries, the Number One Killer of Kids in the U.S.**

**WHO:**

* **[Local officials]**
* **[Corporate Sponsors]**
* **Safe Kids [Coalition]**

**WHERE:** **[Address]**

**WHEN:** **[Time, Date]**

**WHAT:** Safe Kids **[Coalition]** is hosting **[a fun family event]** to celebrate kids and help families learn simple things they can do to keep kids safe. The event is hosted in partnership with Children’s Tylenol® and with support from the General Motors Foundation, FedEx and Chevrolet. Safe Kids Worldwide’s national events have attracted the support of celebrity heroes including Drew Barrymore, Mark and Rhea Wahlberg, Piers Morgan, Pete Sampras and more. To learn more about Safe Kids Day, please visit: [www.safekids.org](http://www.safekids.org)

**WHY:** Every year, a million families around the world lose a child to a preventable injury. In fact, preventable injuries are the number one killer of kids in the U.S. Safe Kids Day is an opportunity to raise awareness and resources to celebrate kids, prevent injuries and save lives.

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**About Safe Kids [Coalition]**

Safe Kids **[Coalition]** works to prevent unintentional childhood injury, the number one cause of death for children in the United States. Its members include **[List members]**. Safe Kids **[Coalition]** is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing unintentional injury. Safe Kids **[Coalition]** was founded in **[####]** and is led by **[Lead Organization]**. For more information, visit safekids.org or **[enter local website]**.