### FOR IMMEDIATE RELEASE Contact: [Name]

**[MM/DD/YY] [Number]**

**[Email]**

**[Local] Citizen Honored for Saving a Child Unattended in a Car**

***[Agency or******Coalition Name]*** *Applauds Those Who Take Action to Prevent Heatstroke*

[City, State]– [Agency or Coalition Name]presented local hero, [Name], with a Badge of Courage Award for helping to save a child from heatstroke. [His/her] actions serve as a reminder to all caregivers to never leave a child alone in a car. [Provide local details].

**To learn how to prevent heatstroke, visit:** <https://www.safekids.org/heatstroke>

"Our community is extremely grateful for citizens like [Name]," said [Agency Representative or Coordinator]. "Heatstroke tragedies happen far too often and are completely preventable. Bystanders like [Name] demonstrate how community members can take action to prevent heatstroke and ultimately save a child’s life."

[Agency or Coalition Name] also commended [public safety officers or EMS personnel] who responded to the call and completed the rescue of who responded [the child].

On average, 39 children die each year from heatstroke while alone in a hot vehicle. About half of these deaths are the result of a caregiver unintentionally leaving a child in the vehicle. The rest are children who either were intentionally left alone by an adult or are children who gained access to an unlocked vehicle and got trapped inside. To help prevent these tragedies, Safe Kids Worldwide, with the support of General Motors, created our National Heatstroke Prevention program, working with more than 400 coalitions across the United States.

"These heartbreaking incidents can happen to anyone and are completely preventable," said [Agency Representative or Coordinator]. "A vehicle can heat up 19 degrees in 10 minutes and it does not have to be the middle of the summer. Many of these tragedies have occurred on mild days. That's why everyone needs to realize the importance of calling 911 as soon as you see a young child in a vehicle."

Anecdotal evidence and limited data sources suggest that there are thousands of "near misses" each year when caregivers return just in time or a bystander – such as [Name] – takes action and emergency services step in to rescue a child.

[Agency or Coalition Name] is asking everyone to help protect kids by remembering to **ACT**:

* **A**: **Avoid heatstroke**-related injury and death by never leaving a child alone in a car, not even for a minute. And make sure to keep your car locked when you’re not inside so kids don’t get in on their own.
* **C**: **Create reminders**. Keep a stuffed animal or other memento in your child’s car seat when it’s empty and move it to the front seat as a visual reminder when your child is in the back seat. Or place and secure your phone, briefcase or purse in the back seat when traveling with your child.

* **T**: **Take action**. If you see a child alone in a car, call 911. Emergency personnel want you to call. They are trained to respond to these situations. One call could save a life.

For more information on preventing child heatstroke deaths, contact ###-###-#### or please visit [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

**[Coalitions include, non-coalitions swap out boilerplate for your own]**

**About Safe Kids [Coalition]**

Safe Kids **[Coalition]** works to protect children from preventable injuries, 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]**.

**About General Motors and Safe Kids Buckle Up®**

Beginning in 1997, General Motors has served as Safe Kids Buckle Up’s exclusive funding source and helped build the program into a multifaceted national initiative, bringing motor vehicle safety messages to children and families through community and dealer partnerships. To date, more than 28 million people have been exposed to Safe Kids Worldwide events and community outreach efforts. Certified child passenger safety technicians working through Safe Kids coalitions have examined over 2.4 million child safety seats at more than 111,000 events, and the program has donated more than 803,200 seats to families in need.