

**SAMPLE**  
**Press Release- Summer**

**Safe Kids [Coalition] Urges [AREA] to Help Protect Children from Heatstroke**

*Hot Cars Can Quickly Become Deadly for Children*

[City, State] – Hot summer days across the country contributed to more than **XX** child deaths this year from heatstroke when children were left unattended in vehicles. Safe Kids [Coalition] reminds caregivers to never leave children alone in cars. As a determined advocate in preventing heatstroke, Safe Kids [Coalition] and Safe Kids coalitions nationwide, are working to educate parents and caregivers with tips to avoid these tragedies.

These preventable tragedies are happening far too often – throughout the year and in nearly all 50 states. Safe Kids coalitions across the United States have worked diligently to host hundreds of “Never Leave Your Child Alone” events, which include ad campaigns, brochures, tip sheets and posters and heavy engagement from the local community.

"As these tragedies continue to occur, Safe Kids [Coalition] is intensifying our efforts to get the message out that the inside of a vehicle is an extremely dangerous place for a child alone in hot weather," said [Coordinator], Safe Kids [Coalition]. "Even on a mild day, the inside of a car can quickly become very hot. This is a place no child should be alone, and because children’s bodies heat up three to five times faster than adults’, they are much more susceptible to heatstroke."

Although most would assume this would never happen to them, there is no common description of the caregiver that has experienced this tragedy. It has happened to the rich and poor, educated and less educated, women and men, city dwellers and suburbanites, and in all but one state.

“Heatstroke can happen anytime, anywhere,” said [Coordinator]. “We don’t want to see this happen to any family. That’s why Safe Kids is asking everyone to help protect kids from this very preventable tragedy by never leaving your child alone in a car, not even for a minute.”

Together, we can cut down the number of deaths and near misses by remembering to **ACT**.

- **A:** Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute. And make sure to keep your car locked when you’re not in it so kids don’t get in on their own.

## Never leave your child alone in a car.

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- **C:** Create reminders by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination. This is especially important if you're not following your normal routine.
- **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.

The Never Leave Your Child Alone in a Car program is made possible through a grant from the GM Foundation. For more information on preventing child heatstroke deaths, please visit [www.ggweather.com/heat](http://www.ggweather.com/heat) and [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

### About Safe Kids [Coalition]

Safe Kids [Coalition] works to prevent unintentional childhood injury, the leading cause of death and disability to children. Its members include [list members]. Safe Kids [Coalition] is a member of Safe Kids Worldwide, a global organization dedicated to preventing unintentional injury, the number one cause of death to children in the United States. Throughout the world, almost 1 million children die of injuries each year, and every one of these tragedies is preventable. Safe Kids [Coalition] was founded in #### and is led by [lead organization].

### About the General Motors Foundation and Safe Kids Buckle Up

Beginning in 1997, General Motors and the GM Foundation have served as Safe Kids Worldwide's exclusive funding source and helped build the Safe Kids Buckle Up program into a multifaceted national initiative, bringing motor vehicle safety messages to children and families through community and dealer partnerships. To date, more than 22 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 1.5 million child safety seats at over 80,000 events, and the program has donated over 550,000 seats to families in need.