SAMPLE

Press Release - Fall

**As Summer Ends, Threat of Heatstroke Remains**

***[Agency or******Coalition Name]*** *Reminds Caregivers about Dangers of Unattended Children Left Alone in Cars*

[City, State] - Although Labor Day often signals the end of summer, parents and caregivers need to stay vigilant and never leave children alone in vehicles. So far this year, at least [insert number] children have died from heatstroke while unattended in vehicles in states across the country. [Add any local information about deaths, near misses – check <http://noheatstroke.org>]

"We know from past experience that these fatalities can happen anytime, including in September and October when temperatures are still warm enough to pose danger in many parts of the country," said [Agency or Coalition Representative]. “We don’t want to see this happen to any family. That’s why [Agency or Coalition Name]is asking everyone to help protect kids from this preventable tragedy by never leaving a child alone in a car, not even for a minute. And if you see a child alone in a car, call 911.”

It doesn’t have to be the middle of the summer for a child to get overheated. Even with seemingly mild temperatures outside, the temperatures inside a car can rise 19 degrees in as little as 10 minutes. And cracking a window doesn’t help. Young children are particularly at risk as their bodies heat up three to five times faster than an adult’s body.

Too many children have lost their lives to this preventable, heartbreaking tragedy. 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 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, 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.