**SAMPLE**

**Press Release - Summer**

***[Agency Name]* Urges [*Town/City*]** **to Help Protect Children from Heatstroke**

*Hot Cars Can Quickly Become Deadly for Children*

[City, State] – Hot summer days have contributed to more than [insert number] child deaths so far this year in the United States as a result of heatstroke, which can happen when kids are unattended in cars. [Agency Name] reminds caregivers to never leave children alone in a vehicle, and if you see a child alone in a car, call 911.

Heatstroke, also known as hyperthermia, is the leading cause of non-crash, vehicle-related deaths for children. It occurs when the body can’t cool itself quickly enough and the body temperature rises to dangerous levels. Young children are particularly at risk as their bodies heat up three to five times faster than an adult’s. Since 1998, more than 845 children across the United States have died from heatstroke when alone in a vehicle.

"A car can heat up 19 degrees in 10 minutes. And cracking a window doesn’t help,” said [Agency Representative], [Agency Name]. “Heatstroke can happen anytime, anywhere. We don’t want to see this happen to any family. That’s why [Agency Name] is asking everyone to help protect kids from this very preventable tragedy by never leaving a 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 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.