SAMPLE

**Press Release**

**Press Conference- Launch**

**EMBARGOED UNTIL Contact: XXXXX XXXXX**

**[Date of Launch] Phone: (XXX) XXX-XXXX**

**Government Officials, [Location] Safety Advocates Join Safe Kids**

**to Highlight Dangers of Child Heatstroke in Vehicles**

*Safety advocates remind caregivers to never leave a child alone in a car*

*and to be on the lookout for children unattended in cars*

[City, State] – Government officials and health professionals today joined [agency name] at [Location] to discuss ways to protect children from heatstroke, a tragedy that can happen when children are unattended in hot cars.

Since 1998, more than [insert updated number] children have died from heatstroke while unattended in vehicles. [Local stats, data or story]. As temperatures heat up, the danger is even more pronounced.

“These tragedies are 100 percent preventable,” said [Agency Representative or Coordinator Name]. “That’s why we’re calling on everyone to work together to alert people to the dangers of heatstroke. Whether you are a parent or caregiver, or just a concerned bystander, you can help save lives.”

Heatstroke occurs when the body can’t cool itself quickly enough. A child’s body heats up three to five times faster than adult’s, making kids more susceptible to heatstroke. When a child’s internal temperature reaches 104 degrees, major organs begin to shut down, and when the temperature reaches 107 degrees, the child can die.

Safe Kids, with the support of the General Motors, created our Heatstroke Prevention campaign as part of the Safe Kids Buckle Up® program, a national initiative to keep children and families safe in and around cars.

Parents, caregivers and bystanders are encouraged to help reduce the number of heatstroke deaths 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 noheatstroke.org and www.[safekids.org/heatstroke](http://www.safekids.org/nlyca).

**[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.