**SAMPLE**

**Press Release – Rapid Response**

**Near Miss**

**Child Saved from Hot Car in [Town/City]; Citizens Encouraged to Call 911 if They See a Child Alone in a Car**

**[**Agency or Coalition Name] announces that today a child was rescued from a car today, avoiding death or serious injury resulting from heatstroke. [details of incident].

Because of this event, [Agency or Coalition Name] wants to remind parents and caregivers to never leave a child alone in a car, not even for a minute. Parents and caregivers 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.

[Agency or Coalition Name] is working to ensure that no child is alone in a car, not even for a minute. We’re participating in an education and awareness campaign on the dangers of heatstroke.

Since 1998, more than [insert current number] children across the United States have died from heatstroke while unattended in cars. You can help us spread the word to your community to stop these preventable tragedies. Additional prevention information can be found at [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke), and statistics on child heatstroke deaths can be found at www.noheatstroke.org.

To gain perspective on these tragic incidents, concerned citizens may want to read “[Fatal Distraction: Forgetting a Child in the Back seat of a Car Is a Horrifying Mistake. Is It a Crime?](http://www.washingtonpost.com/wp-dyn/content/article/2009/02/27/AR2009022701549.html)” by Gene Weingarten, Washington Post Staff Writer.

**[****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.