**SAMPLE**

**Press Release - Rapid Response**

**Fatality**

 Contact: **Coalition Coordinator**

**Email**

**Phone**

**As Community Mourns Tragic Loss Due to a Heatstroke,**

**Families Seek Safety Information**

**Date, 202X – (Coalition City, State)** –Safe Kids **[Coalition]** joins the community and family of **[name of victim]** in mourning their loss. **[name of victim]** was killed **[add details of incident].** This happens more than you would think. Every 10 days in the United States a child dies when left alone in a hot car. In **[Safe Kid’s coalition City**], in the past year**, [add your communities’ statistics on deaths].**

**To learn more heatstroke safety tips, visit:** [**www.safekids.org/heatstroke**](file:///C%3A%5CUsers%5Clwalker%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CDWDFU93A%5Cwww.safekids.org%5Cheatstroke)

“These tragedies are absolutely heartbreaking, and a reminder for all of us to be aware of the dangers of leaving a child alone in a car,” said [Coordinator], Safe Kids[Coalition]. “Many people are shocked to learn how hot the inside of a car can actually get. And cracking the window doesn’t help. That’s why Safe Kids 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. Bystanders can also help by calling 911 if they see a child alone in a car. ”

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 20 degrees in as little as 10 minutes. A child’s body heats up three to five times faster than adult’s, making them more susceptible to heatstroke.

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.
* **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.

To gain perspective on such a tragic incident, we ask that concerned citizens 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.

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.

For more safety information, please visit [www.safekids.org](http://www.safekids.org).

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**[****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 the 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.