

NEWS

From

Richard Alarcón

Councilmember, 7th District



Room 425, City Hall • 200 North Spring Street • Los Angeles, CA 90012 • (213) 473-7007 • FAX (213) 847-0707

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Contact: Becca Doten

213-847-7777 (office)

213-219-5534 (cell)

***** MEDIA ADVISORY *****

COUNCILMEMBER ALARCÓN JOINS SAFEKIDS BUCKLE UP AND THE URBAN LEAGUE FOR ONE-MILLIONTH CAR SEAT SAFETY CHECK

WHO: Hon. Richard Alarcón, Los Angeles City Councilmember (District 7)
Mitch Stoller, CEO, SafeKids Worldwide
Representatives from General Motors and Chevy
150 + families receiving free car seat checks and giveaways

WHEN: Thursday, June 12th, 11:15 AM – 12:00 PM
(Full event lasts from 10:00 AM – 3:00 PM; open to the public)

WHERE: LA Sports Arena – Parking Lot #6
3939 South Figueroa St.
Los Angeles, CA 90037
(Enter off of King Blvd onto Hoover St – turn into parking lot)

WHAT: Councilmember Alarcón joins SafeKids Worldwide, the Los Angeles Urban League, Chevy, General Motors and over 150 families for car seat checks, giveaways and a big presentation to the family who gets the 1,000,000th car seat check.

VISUALS: Over 150 families receiving car seat safety checks, a surprise celebration and presentation of free gifts to the millionth family and informational booths.

BACKGROUND: In 1997, SafeKids Worldwide did its first child car safety seat check through the program SafeKids Buckle Up. On Thursday, June 12th they will celebrate their one-millionth car seat safety check at an event co-hosted by the Los Angeles Urban League, General Motors and . At about 30 minutes per inspection, this represents more than 500,000 volunteer hours. Thousands of volunteers are the backbone of Safe Kids Buckle Up and they work tirelessly to help make sure the children who come to a checkup event are safer when they leave than when they arrived.

In February, Councilmember Alarcón honored SafeKids LA for the commitment to decreasing childhood injury and increasing safety.

Motor vehicle crashes are the leading killer of children ages 2 to 14 in the United States – and nearly half of all kids who died in vehicle crashes in 2006 were completely unrestrained. Thursday's event is a reminder of how important it is to have children in child safety seats that are properly installed.

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