

**For Immediate Release**

Sept. 25, 2002

**EVENT TODAY**

**Contact:** Linda Maxon, United Way of Lane County,  
741-6000, ext. 131

**Properly installed booster seats save children's lives  
Success By 6 and Lane County Child Passenger Safety  
Consortium Team Up for Children's Safety**

It's common knowledge that infants and young children are far safer in cars when they are buckled properly into child safety seats. A partnership between Success By 6, a local early childhood initiative, and the Lane County Passenger Safety Consortium, wants people to know that **older children -- aged 4 to 6 and weighing between 40 and 60 pounds -- are vulnerable in cars**, too, and are required by state law to be properly restrained in booster seats.

**TODAY**, Sept. 25, from 5:30 to 7:30 p.m. at Station 2 Fire Station, 2<sup>nd</sup> and Chambers, Success By 6 and the Lane County Passenger Safety Consortium will host an event at **which families can have their booster seats checked by trained child passenger safety technicians and learn how to properly install the seats** so that a car's seat belt system (lap and shoulder belts) are positioned to provide the most benefit.

In addition, as part of a nationwide education program called **Boost America!**, Success By 6 and the Lane County Child Passenger Safety Consortium are helping to identify families in the Junction City area who could benefit from receiving **FREE** booster seats for their children who weigh between 40 and 80 pounds. (Note that although the law requires children up to 60 pounds be restrained, the American Academy of Pediatrics recommends children up to 80 pounds use booster seats.) Families who are determined eligible will receive a free booster seat at this evening's event.

"It's estimated that today fewer than 10 percent of the 20 million kids between the ages of 4 and 8 use a booster seat," says Linda Maxon, project manager for Success By 6. "We hope to change those odds with our local Boost America! collaboration."

(more)

## **Booster seat safety 2-2-2**

Boost America! is a \$30 million nationwide child passenger safety program supported by Ford Motor Company and other national safety partners. In Lane County, the program is being coordinated by United Way of Lane County's Success By 6 initiative and the Lane County Child Passenger Safety Consortium. Several events, like the one to be held this evening, will be held across the county this fall. (See attached fact sheet for more statistics on booster seat use and installation.)

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**Reporters are invited to attend the event at Station 2 and to speak with a representative (Linda Maxon, Project Manager for Success By 6/United Way of Lane County or Heather Duncan, Lane County Public Health) about the importance of booster seats and about the Boost America! program.**