**CHILD PASSENGER SAFETY WEEK**

**SAMPLE NEWS RELEASE (POST-EVENT CPS WEEK)**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, Email Address]**

**[Organization or Location]’s Seat Check Saturday Event Helped Protect [XX] Child Passengers**

**[City, State] —** Every September, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) partners with local communities to observe Child Passenger Safety Week, which includes National Seat Check Saturday. **[Organization]**’s car seat check event on Saturday in **[location]** was a success, according to **[Spokesperson]**. Child Passenger Safety Technicians provided hands-on education to all parents and caregivers in attendance to make sure children were in the right seat for their ages and sizes, and that car seats were installed and used correctly. Technicians inspected **[XX]** car seats.

The free event was part of Child Passenger Safety Week, which ran from September 15-21. NHTSA wants parents and caregivers to know that traffic crashes are a leading cause of death for children. In 2022, there were 1,129 children killed in crashes — an average of three per day. “One of the simplest ways to protect your child passengers is to make sure they’re in the right seats and that the seats are installed correctly,” **[Spokesperson]** said. Parents at the event were also encouraged to register their car seats with the manufacturers to be notified of recalls. NHTSA offers the [SaferCar app](https://www.nhtsa.gov/campaign/safercar-app) to make getting recall notifications easier.

[NHTSA.gov](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#find-the-right-car-seat-the-process) has free resources to help caregivers choose the right types of car seats (rear-facing car seat, forward-facing car seat with a tether, or booster seat) or seat belt for their children’s ages and sizes. Not only are children often moved out of boosters too soon, they are often moved to the front seat too soon, increasing their risk of injury in a crash. The safest place for all kids under 13 is in the back seat.

Parents don’t have to wait for the next National Seat Check Saturday to make sure their car seats are installed properly. Locate a local car seat inspection station by visiting www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#installation-help-inspection. It’s not just for new parents — every parent and caregiver should make sure their children are in the right seat.

For more information on NHTSA’s best-practice car seat recommendations and other child car seat safety tips, visit www.nhtsa.gov/[carseat](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats)s.

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