**CHILD PASSENGER SAFETY**

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

**FOR IMMEDIATE RELEASE: [Date]**

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

**[Organization or Location] Car Seat Check Event Helped   
Protect Child Passengers**

***Certified Child Passenger Safety Technicians Helped Parents and Caregivers Double-Check Their Car Seats***

**[City, State] —** On **[day/date]**, **[organization]** held a free car seat inspection event at **[location],** open to all parents and caregivers.Certified Child Passenger Safety Technicians were on hand to help ensure children were in the right seats for their ages and sizes, that seats were correctly installed correctly in the vehicle, and children were buckled correctly. **[Number]** seats were inspected, and **[insert number of car seats and booster seats distributed if applicable]** newseats were distributed.

The U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) wants parents and caregivers to know that the right car seat can save their child’s life in a crash. The surest way to protect children in vehicles is to ensure they are buckled up in the right seats for their ages and sizes. Unfortunately, nearly half of car seats are misused.

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; users can save their vehicle, car seat, and tire info in their virtual garage to get notified if any of the items are included in a safety recall.

“We see that parents and caregivers want to protect their children,” said **[Spokesperson]**. “By coming to our event and making sure they’re using the right seats the right way, those parents and caregivers can rest easy knowing that their kids are as safe as possible in case of a crash.” According to NHTSA, car seats have been shown to reduce fatal injury by 71% for infants (under 1 year old) and by 54% for toddlers (1 to 4 years old) in passenger cars.

If you missed the free event but still want to have your car seats checked, visit www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#installation-help-inspection to locate an inspection station in your area. Remember: it’s not just for new parents — every parent and caregiver should make sure their children are in the right seats.

[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 or seat belt for their children’s ages and sizes. Not only is it common for children to be moved into and out of boosters too soon, but they are often allowed to sit in the front seat too soon as well, increasing their risk of injury in a crash. The safest place for all kids under 13 is in the back seat. For more information, visit [www.nhtsa.gov/carseats](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats).