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## NEWS RELEASE

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**For Immediate Release:**

**Date: May 17, 2007**  
**Time: 3:00 p.m.**  
**File: PUBLIC NOTICE**

**CHILD SAFETY DAY**

*The Plano Police Department is hosting a Child Safety Seat Check-up Event sponsored by State Farm and SafeKids Worldwide (Collin County)*

While motor vehicle crashes are the leading cause of unintentional deaths in children over age 1 in the United States, many of these tragedies could be avoided through the use of an appropriate safety restraint device. In May, State Farm® will reinforce its on-going commitment to child passenger safety by hosting its Seventh Annual Child Safety Day at more than 150 locations across the country. Through this event, parents will be educated about the importance of properly buckling up kids. Child Safety Day focuses on the significance of car seats, booster seats, and seat belts for children riding in motor vehicles.

Most child restraint systems are not properly installed and yet this is the single most important thing that a parent can do to keep their child safe while riding in a motor vehicle.

Trained car seat technicians from SafeKids, hosted by the Presbyterian Hospital of Plano and the Plano Police Department, will provide free inspections of child safety seats on **Friday May 18<sup>th</sup> from 10am - 2pm in the parking lot of Burlington Coat Factory located at 121 West Parker Road in Plano.** The child seat inspections are free and no appointment is necessary. The State Farm Community Volunteers will also be on-hand to provide assistance. By hosting Child Safety Day events, State Farm continues its commitment to child passenger safety.

Plano is also mounting an ambitious campaign to remind drivers and passengers to buckle up or pay the consequences. These unconventional reminders are all part of TxDOT's **Click It or Ticket** campaign to boost safety belt use in Texas and save lives. Plano Police Officers will be on-hand to discuss the campaign and answer any questions regarding any of these programs.