



Safe Kids of St. Joseph County

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MEDIA ADVISORY & PHOTO OPPORTUNITY

Safe Kids St. Joseph County Brings Lifesaving Training to Area Cub Scouts

Partnership with Gates Chevy World South Bend will promote safety in and around vehicles

WHO: Safe Kids St. Joseph County
La Salle Council Cub Scouts Pack 451
Gates Chevy World South Bend

WHAT: Safe Kids St. Joseph County, in partnership with Gates Chevy World South Bend are hosting a new Automotive Safety Patch program for Cub Scouts. Pack 451 Scouts ages 6 to 10 will go through five interactive safety stations in order to complete the course and earn their automotive safety patch. This national program is a new component of Safe Kids Buckle Up working in partnership with Chevrolet. The program covers several aspects of safety, including proper safety belt/booster seat usage, preventing trunk entrapment, teaching families to never leave a child alone in a vehicle and how to contact OnStar in the event of an emergency.

As part of the ongoing nationwide effort to keep kids safe, Safe Kids St. Joseph County holds safety events throughout the year, including car seat safety checks.

WHEN: Thursday March 13, 2008
6:30pm

WHERE: Gates Chevy World South Bend
401 S. Lafayette Blvd
South Bend, IN

WHY: Motor vehicle crashes are the leading cause of unintentional injury-related death among children ages 14 and under. In 2003, 1,591 children ages 14 and under died and an estimated 220,000 were injured in motor vehicle crashes.

While the majority of deaths to children involving motor vehicles are traffic related, approximately 10 percent of the deaths are considered non-traffic related. These are incidents that occur somewhere other than a public highway, street, or road. Some of these non-traffic related incidents occur when children are left unsupervised in vehicles, get locked in vehicle trunks or when children are backed over by vehicles in a parking lots or driveways.

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About Safe Kids St. Joseph County

The mission of the St. Joseph County Safe Kids Chapter is to decrease the mortality and morbidity rate in children, ages 0-19, by reducing unintentional injuries.

About Chevrolet

Chevrolet is America's No. 1-selling automotive brand. With the largest dealer network in the United States, Chevy is the leader in full-size trucks and the leader in sales of vehicles priced \$35,000 and above. Chevrolet delivers more-than-expected value in every vehicle category, offering cars and trucks priced from \$9,995 to \$78,175. Chevy delivers expressive design, spirited performance and great value with standard features usually found only on more expensive vehicles.

About Cub Scouts

Cub Scouting, the largest of the Boys Scouts of America's three membership divisions, is a year-round family program designed for boys who are in the first through fifth grades. Serving nearly 4.5 million young people between 7 and 20 years of age, with more than 300 councils throughout the United States and its territories, Boy Scouts of America is the nation's foremost youth program of character development and values-based leadership training. For more information on the BSA, please visit www.scouting.org.