



## **Safe Kids of St. Joseph County**

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**Contact: See Above**

**FOR IMMEDIATE RELEASE**

## **Safe Kids St. Joseph County Brings Lifesaving Training to Local Cub Scouts**

*Automotive safety patch event held at Gates Chevy World South Bend to increase children's awareness of safety in and around vehicles*

**South Bend, IN** — Safe Kids St. Joseph County, in partnership with the La Salle Council of the Boy Scouts of America Pack 451 and Gates Chevy World South Bend are unveiling a new hands-on program to help educate 6 to 10 year-olds about vehicle safety that's designed to help kids spot danger and keep them out of the emergency room.

"Most families know that car seats are vitally important," said Ron Melser, Co-Coordinator of Safe Kids St. Joseph County. "But children in and around cars can face dangers other than crashes. How many kids can stand behind a car before they can be seen by a driver? How long does it take for the inside of a car to reach dangerous temperatures on a sunny day? We teach these simple lessons in a fun way that can help prevent injuries and fatalities in children."

Cub Scouts must complete five interactive stations in order to earn their automotive safety patch. 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. The event in Austin will be the largest Automotive Safety Patch program ever held, educating hundreds of Scouts.

The automotive safety patch program is an important way to promote a family-oriented automotive safety experience. While the program is designed for 6-to 10-year olds, parents and siblings of the Scouts are encouraged to attend and learn as a family.

"Cub Scouts are young leaders that can take this education and apply it in their own neighborhoods to help keep themselves and other children safer," said Ron Melser. "Safe Kids Worldwide is already hearing from pack leaders and parents about how their Scouts have stopped neighbors and friends from getting into potentially dangerous situations when children are around vehicles."

Demonstration vehicles and support for this program will be provided by Gates Chevy World. "We are proud to be involved in a program that could have such a positive impact on the children in our area," says Ryan Glover, Gates Sales Manager "Vehicle safety is a top priority at our dealership and our participation in the Automotive Safety Patch program allows us to bring that commitment directly to families."

The new program fits right in with Cub Scouting's goals. "All across America on any given day of the week, volunteers and parents are transporting their young boys from activity to activity," said Bob Bradburn Cub Master Pack 451. "We want to educate all of our members and leaders to help ensure our Scouts are safe when they travel whether it's for a pack activity or a family vacation. Cub Scouting has always been about education, and we see this opportunity as a logical step in helping our boys and their parents."

Any other Cub Scout Pack wanting more information about this program can contact Ron Melser, Safe Kids of St. Joseph County at 574-272-2144 or [rmelser@clayfd.com](mailto:rmelser@clayfd.com).

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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](http://www.scouting.org).*

**MEDIA ADVISORY & PHOTO OPPORTUNITY**

**WHEN:** Thursday March 13, 2008  
6:30pm

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