



October 29, 2012



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**Mitsubishi Motors, Kids Safety First, SNACK Program and the Glendale Fire Department to Conduct Safety Seat Check at Mark Mitsubishi in Glendale, AZ**

***Mitsubishi and Kids Safety First to Provide \$2,000 Grant to the Glendale Fire Department***

- WHO:** Child automotive safety experts will be on hand for interviews and demonstrations of proper child safety seat and booster seat use.
- WHAT:** Child safety seat educational event: Certified child passenger safety technicians from Glendale Fire Department will be available to inspect the selection, installation and use of child safety and booster seats. Parents and caregivers will be provided one-on-one instruction on how to properly use their child's infant or booster seat.
- WHERE:** **Mark Mitsubishi**  
4434 West Glendale Ave  
Glendale, AZ 85301
- WHEN:** **Child Safety Seat Inspection Station – Tuesday, October 30, 2012, 9 to 11 a.m.**
- WHY:** Motor vehicle crashes are the leading cause of death for children 3 to 14 years old. Last year, 1,210 children in the U.S. were killed in traffic related incidents and 171,000 more children were injured. National data show that 73 percent of child restraints are critically misused, and last year's *Kids Safety First* events saw an 84 percent misuse rate. *YOUR families may be at risk!*
- When used properly, child restraints reduce the likelihood of an infant under the age of 1 being killed in a vehicle crash by 71 percent and by 54 percent for toddlers 1 to 4 years of age. Booster seats reduce injuries by 45 percent over seat belts alone for children ages 4 to 8. While many states have enhanced their requirements for child restraint use, recent studies show that only half of children ages 4 through 8 ride in any type of child restraint.
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