



Media Advisory

Event date:

For more information, please contact:

Name: Name of the person who will take the media calls about the event.

Agency:

Cell phone:

E-mail:

NEW LAW INCREASES THE AGE THAT CHILDREN MUST REMAIN IN A CAR SEAT OR BOOSTER SEAT

Why: A new law went into effect January 1, 2012, increasing the age that children must remain in a booster seat from age six to age eight. (In addition, if older children are not tall enough to fit an adult seat belt properly, they must ride in a booster or car seat. *You may or may not want to cover this aspect.*) This law is expected to impact more than 1.1 million children across California and will increase their chances of surviving a crash by 45 percent. The fine for violating this law will be a minimum of \$475 and one point on the parent or driver's record.

What: Join safety experts from the (*list more than one agency, if possible*) as they meet with local families to answer their questions about the new law and demonstrate why children of this age still need a booster seat.

- Children will take part in a “fit test” to see if they need a booster. This is a simple test parents can do themselves to see what is the safest way to transport their child.
- Hear the answers to the most common questions about booster seats.
- Experts coach parents about how to “sell” the idea of a booster to their child.
- Interview parents and kids about how they are complying with the new law.

When: Beginning and ending time for the media availability. (You may or many not want them showing up throughout your entire event).

Where: If your location is hard to find, include a cross street or landmark with the address.

Who: Briefly describe the agencies (if it is not obvious) and if the event is a collaboration.