**Media Release**

**For immediate release September 18, 2022**

**September 18-24, 2022 is Child Passenger Safety Week in *(name province)***

***Your Town*, Province**—September 18-24 is **Child Passenger Safety Week (CPSW)** across Canada. **The purpose of CPSW is to bring attention to the importance of safely transporting children, as m**otor vehicle crashes are a leading cause of death and serious injury for children in Canada.

*(Sample Quotes, choose 1 or 2 of these statements :)*

* “In Canada, motor vehicle collisions are a leading cause of death in children aged 1-141,” explains (*your name, organization*).
* “When used correctly, car seats and booster seats reduce the risk of fatal injury by up to 71%2,” explains (*your name, organization*).
* “A roadside study in Atlantic Canada3 found that while nearly all children were buckled in some way, 73% of car seats were used or installed incorrectly,” explains (*your name, organization*).
* “A roadside study in Atlantic Canada found that while nearly all children were buckled in some way, 52% of kids in seat belts did not fit safely without a booster seat3,” explains (*your name, organization*).

This year, we want to spread awareness that every child should be safely buckled in the right seat on every ride.   
Here are the 5 most common errors that families should look out for when buckling their children into the car:

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| --- |
| **Child Safety Link’s “Top 5 for a Safe Ride” tips:**   1. Make sure your child’s harness is snug. 2. Install your seat tightly to the vehicle. 3. Always use the top tether on a forward-facing car seat. 4. Don’t rush your child into a booster seat. 5. Keep your child in a booster seat for longer. |

To celebrate CPSW 2022, *your organization will be* … (Outline your event, activities and any photo opportunities)

To learn about more events happening during CPSW in Atlantic Canada, visit Child Safety Link’s website at [www.childsafetylink.ca](http://www.childsafetylink.ca). CSL’s website also includes child passenger safety information for every age and stage of child, including helpful fact sheets on each kind of car seat, checklists and instructional videos.

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**Media contact:  
*Your name***

***Title, Organization,***

***Phone #, Email***

Guidelines for issuing a news release and media advisory

1. Consider Media outlets in your area: print news (competing publications); radio; broadcast (TV).
2. Develop a list of media contacts, reach out to your community partner organizations to see if they have a mailing list that you could use, or if they would distribute the release on your behalf. If there is no partner organization, you can find print, radio and TV news contact on the company websites.
3. Create a media release using the template provided by Child Safety Link.
4. Fill in details relevant to your event, as highlighted in blue and yellow, then **remove the formatting** and any details that are not relevant to your event. Remove this 2nd page with the instructions.
5. Circulate the media release two business days before your event date, at 9 a.m., if possible. This is so that reporters and assignment editors can take it to their morning meeting. Follow-up by phone one day before your event to verify if the outlet will be sending a member of the media to attend.
6. Share the story! Tag us on social media to let us know to share too!