



## **Fourth Annual State Farm Child Safety Day Focuses on Keeping Kids Safe in Cars**

*Partners for Child Passenger Safety's campaign to keep kids safe in cars, State Farm® will host its fourth annual Child Safety Day on Saturday, May 15, 2004 at E. Los Angeles Community College.*

([PRWEB](#)) May 13, 2004 -- Nearly half of U.S. 3- to 8- year old children are correctly buckled into vehicles, a significant increase that doubles the 25 percent of kids who buckled up in 1999. With this obviously increasing success in the effort of Partners for Child Passenger Safety's campaign to keep kids safe in cars, State Farm® will host its fourth annual Child Safety Day on Saturday, May 15, 2004.

The State Farm Community Volunteers, in cooperation Congresswoman Hilda L. Solis (D-El Monte) Senator Gloria Romero (D-Los Angeles), Assembly Speaker Fabian Nunez (D-Los Angeles) Assemblywoman Judy Chu (D-Monterey Park), National Latino Peace Officers Association, California Highway Patrol, Safety Belt Safe USA, Asian Youth Center, Mexican American Opportunity Foundation, American Red Cross, and AltaMed present this community event.

"Child passenger safety is the first priority of every parent yet many do not have the resources to protect their child's life. I am pleased to partner with State Farm to offer those resources and important child safety and health education to the families of the 24th Senate District." - Senator Gloria Romero.

Free safety seat checks will be offered on May 15th from 10 a.m. to 2 p.m. at East Los Angeles College's Stadium Parking Lot located at 1301 Avenue Cesar Chavez, Monterey Park CA 91755. To make an appointment please call (626) 574-7110.

In addition, families will have the opportunity to participate in many great activities including: Police, Fire, and Emergency Preparedness information, children's fingerprinting, face coloring, an interactive bike and pedestrian safety obstacle course by SAFE Moves, free health screening provided by AltaMed, and the Radio Disney Street Team will be there playing all of today's hit tunes and Disney's classics.

Since 2000, State Farm has hosted events at more than 500 sites and has inspected 18,600 child seats. Last year's Safety Day was in 9 locations across California, with more than 350 child and booster seats checked. Just 6 percent of the seats reviewed passed inspection.

This alliance and Child Safety Day is a natural outgrowth of State Farm's longtime interest in making streets and highways safer places to travel and cars safer to drive and ride in. We ourselves have children, and we want them protected as well as possible when they're passengers. "These new results from the study are encouraging. We are making great strides in keeping children safe, but we still have a long way to go," said State Farm Vice President Operations Dan Kinney.

MAOF President Martin Castro commented, "This Child Safety Day is a valuable service to our community. Not only will some families receive new child car seat, they will also receive basic education on proper usage to assure maximum safety."

State Farm has been part of the Partners for Child Passenger Safety since 1997. The partnership, which also



involves The Children's Hospital of Philadelphia and the University of Pennsylvania, is the first comprehensive investigation of how and why children are killed or injured in vehicle crashes. Report findings of the Partners for Child Passenger Safety report include:

• Eighty-two percent of car seats are misused in some way. The most common mistakes are failing to attach the seat tightly to the vehicle; failing to fasten the harness tightly around the child; and using the chest clip incorrectly.

• Children who ride unrestrained are three times more likely to sustain significant injury in a crash when compared with children who are restrained.

• Children riding in the back seats of compact "extended cab" pickup trucks are nearly three times as likely to be hurt in a crash as children in the back seats of other vehicles.

"I applaud State Farm and the California Highway Patrol for partnering to raise community awareness about the importance of child safety. I highly encourage the community to take part in Child Safety Day."

State Farm insures more cars than any other insurer in North America and is the leading U.S. home insurer. State Farm's 16,500 agents and 78,000 employees serve nearly 73 million auto, fire, life and health policyholders in the United States and Canada. State Farm offers customers a broader range of life insurance and financial service products, including State Farm Bank® deposit and loan products. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. For more information, please visit [statefarm.com](http://statefarm.com)®.

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