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To: Greater Cincinnati Area Fire Houses
From: Charlie Howard, Executive Vice President
Date: August 31, 2016
Re: Child Passenger Safety Campaign – September 2016

Making sure children are using a car seat or booster is important, but to keep them as safe as possible it must be the right seat for their age, size, and level of development, and must be used correctly each time.

While a tremendous amount of time and research goes into the design and development of safety and booster seats, each seat needs to be appropriate for its passenger. Some seats are only suitable for use in the rear-facing position, while others have specific weight limits. Knowing these requirements and making sure that every child rides in a seat that is tailored to their needs is vital to keeping them safe in the event of an accident.

September is National Child Passenger Safety Month. For the fourth consecutive year, the Greater Cincinnati Automobile Dealers Association (GCADA) has partnered with Cincinnati Children's Hospital Medical Center (CCHMC) and Evenflo, to promote child passenger safety with the month-long **Safe Travel For Kids!!™** Campaign. Our message this year is to remind parents and caregivers of the importance of making sure their seat fits their child just right!

Included with this letter is a campaign flyer that promotes this message. This flyer features a QR code that directs people to GCADA's Child Passenger Safety Information page, www.gcada.net/child-passenger-safety-information. Here they will find:

- How to determine which seat fits their child
- State law on the use of car seats and boosters for Ohio, Indiana, and Kentucky

Readers may also visit the GCADA's website where they will find: Our Annual Evenflo Car Seat/Booster Seat Giveaway where entrants may ENTER TO WIN one of 12 Evenflo child passenger safety seats!

Please consider hanging/placing the poster and flyer in a common area to promote awareness with your community members on this very important issue. You may print additional copies of the flyer at www.gcada.net/flyer

Although motor vehicles have never been safer, the proper child passenger safety restraint is a critical component of child passenger safety. Thank you for helping us promote **Safe Travel For Kids!!™**

which seat is
just right
for you?

-goldilocks



Safe Travel for Kids!!™

WIN AN EVENFLO CAR SEAT!

**Register for a chance to win 1 of 12
Evenflo car or booster seats!**

Drawing October 1st, 2016



WWW.GCADA.NET



SEPTEMBER
CAR SEAT
giveaway

in collaboration with

evenflo.



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-goldilocks



Safe Travel for Kids!!™

Find the right seat for your child

1

**FITS THE
CHILD**

- Age
- Size
- Developmental Level

2

**FITS THE
VEHICLE**

3

**CORRECT
USAGE
EVERY
TIME**



Scan to
learn more

For more information about
Child Passenger Safety and
to find a Fitting Station near
you, visit www.gcada.net

