



*A Program of the
National Automobile Dealers Association*

Give Kids A Lift For Life

(NAPSA)—Thousands of children between four and eight are killed or injured in car crashes each year—and many of these deaths and injuries could be prevented.



Booster seats help older children get the maximum protection from seat belts in the event of a crash.

The National Highway Traffic Safety Administration (NHTSA) estimates that fewer than 10 percent of children ages four to eight (weighing between 40 and 80 pounds and up to 4'9" tall) are properly belted in booster seats.

According to research by Children's Hospital of Philadelphia, placing children this age in car booster seats can reduce their risk of injuries in a crash by about 60 percent.

To urge parents to buckle up their older kids safely in booster seats, the National Automobile Dealers Association has created the 'Boost for Safety' public awareness campaign, in partnership with NHTSA.

Booster seats are designed to raise children up so that a vehicle's shoulder and lap belts fit correctly and safely. For more information on booster seat safety, visit www.nada.org/boostforsafety.