

# **UW Madison: Safety Center at American Family Children's Hospital Buckle up for Life Booster Seat Challenge**

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WHERE: Lobby of American Family Children's Hospital, 1675 Highland Avenue, Madison

WHEN: Monday, October 9, 2017; 10 am to 11 am

WHO: Madison radio TV personalities/journalists Please RSVP

WHAT: Compete to see who can most correctly identify kids properly and safely buckled up.

One representative from each media outlet will participate.

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WHY: Almost 90 percent of kids graduate from riding in a booster seat too soon, leaving them at risk of severe injury in a crash.

During this event we'll also recognize the 10th anniversary of the Safety Center at American Family Children's Hospital and its accomplishments in keeping families injury-free.

Event Details

9:45 am

-Participants arrive. Please check in at the Valet stand for parking instructions.

10:00 am

-Welcome participants and explain the Challenge rules

10:05

-Booster Seat Challenge begins

10:30

-Remarks and Challenge champion(s) announced

10:45

-Interviews and tours of Safety Center

### Key Points

The Booster Seat Challenge provides great visuals for your newscasts and also relays the importance of correct car seat and booster seat use and installation. Speakers will discuss hospital and community resources for families to help ensure their kids are riding safely and correctly buckled up.

During the past 10 years the Safety Center at American Family Children's Hospital has assisted more than 75,000 families with car seat inspections and installation assistance, bike helmet fittings and home safety consultations, distributing more than 124,000 safety products.