



***Buckle Up for Life* Announces Top Tips for Car Seat Safety and Expands to 11 New Markets**

National Education Program from Toyota and Cincinnati Children's Also Launches "Gift of Safety" Program to Distribute 5,000 Car Seats to Families in Need

Plano, TX (Sept. 15, 2016) - Whether you're a first-time parent, doting grandparent or seasoned baby sitter, car seats are not always the easiest things to figure out. In fact, 75 percent of seats in the U.S. are not used correctly.¹ That's why *Buckle Up for Life*, the national car seat education program from Toyota and Cincinnati Children's, is sharing its top safety tips, just in time for Child Passenger Safety Week (September 18-24). The program is also announcing an expansion to 11 new markets to help keep even more children safe.

"An alarming three out of four car seats are not installed properly. We can and must do better for our children," said Gloria Del Castillo, child passenger safety expert at Cincinnati Children's and specialist of community engagement for *Buckle Up for Life*. "We know that proper use of car seats and booster seats can help prevent many child injuries and deaths. That's why *Buckle Up for Life* teaches parents, caregivers and children about the proper use of car seats and provides free seats to families in need."

***Buckle Up for Life's* Top Tips for Car Seat Safety To Help You Do-It-Yourself – and Do It Right**

1. Vintage isn't always a good look: purchase your own new car seat.

When it comes to car seats, safety experts agree that it's best to purchase a new seat. This lets you know the seat's full history. For example, if it has been through a crash, its ability to protect your child may be compromised. Additionally, the plastic can degrade over time. If you do have a used car seat, check its expiration date, which can usually be found on a sticker affixed to the seat.

2. Measure twice: check for fit and wrinkles in car seat straps.

After you've buckled your child in, pinch the car seat strap near their shoulders. If you can pinch a wrinkle in the fabric, tighten the strap until it is snug. Then grab the car seat at the bottom where it is attached to the car and tug from side to side and front to back. If the seat moves more than an inch in either direction, tighten it.

3. Focus on inner beauty: all car seats sold in the U.S. meet the same federal safety standards.

Some seats may be more expensive than others based on fabric, padding or other bells and whistles, but that doesn't necessarily mean they are any safer. All car seats sold in the U.S. must meet the same federal child restraint safety standards.

4. Give them a boost: children shorter than 4'9" need booster seats.

Little ones can be eager to sit like big kids. However, seat belts often don't fit young children properly and can ride up around their waists or necks, potentially causing injury during a crash. Children under 4'9" should sit in booster seats, which elevate them so that seat belts can fit properly.

5. Call in the experts: there are many resources to help you get it right.

Don't hesitate to check out expert resources for additional tips and advice, such as the car seat installation videos found on BuckleUpForLife.org. The site also offers links to car seat inspection stations or child passenger safety technicians in your community.

***Buckle Up for Life* Expands To 11 New Markets and Launches the "Gift of Safety" Program**

This fall, *Buckle Up for Life* will expand to trusted partners in 11 new cities:

¹ National Highway Traffic Safety Administration, <http://www.nhtsa.gov/Safety/LATCH>

- American Family Children's Hospital, Madison, WI
- Cardon Children's Medical Center, Mesa, AZ
- City of Rocky Mount Fire Department, Rocky Mount, NC
- Dignity Health Mercy San Juan Medical Center, Sacramento, CA
- Randall Children's Hospital at Legacy Emanuel, Portland, OR
- **Safe Kids Grand Forks - Altru Health System, Grand Forks, ND**
- Safe Kids Utah, Salt Lake City, UT
- Saint Francis Hospital and Medical Center, Hartford, CT
- Trustees of Indiana University, Indianapolis, IN
- University Health System San Antonio, San Antonio, TX
- Wayne Metropolitan Community Action Agency, Detroit, MI

Safe Kids Grand Forks has as their lead agency, Altru Health System. Together, our team will partner with our Buckle Up for Life resources and partners in the region to offer car seat classes and free car seats to those in need. For more information on the dates and times of these classes/distributions, please contact Safe Kids Grand Forks at safekids@altru.org or 701.780.1489. Parents or caregivers, along with the child are asked to both attend the car seat class and then they will be provided with a free car seat if one is needed. Our goal is to teach both the parents and kids about the importance of buckling up and how to properly do so in the car seat that best fits the child.

About Buckle Up for Life

Buckle Up for Life is a national injury prevention program for families, created by Toyota and Cincinnati Children's Hospital Medical Center in 2004, to help keep child passengers safe. The program partners with leading children's hospitals, community organizations, local governments, schools and non-profit organizations to teach parents and children about the proper use of car seats and seat belts and to provide free car seats to families in need. Buckle Up for Life has reached more than 45,000 people nationwide and has partnerships in 17 cities including New York, Dallas, Memphis, Phoenix, Chicago, Cincinnati, Houston, Las Vegas, Los Angeles, Philadelphia, Orange County, and San Antonio – and expands to new partners each year. In one city alone, the program nearly tripled the use of proper car seats in participating families. Toyota has provided funding for over 40,000 car seats for families in need. For more information about Buckle Up for Life, please visit www.buckleupforlife.org.

About Cincinnati Children's Hospital Medical Center

Cincinnati Children's, a non-profit, pediatric, academic medical center established in 1883, is internationally recognized for improving child health and transforming delivery of care through fully integrated, globally recognized research, education and innovation. It is one of the top three recipients of pediatric research grants from the National Institutes of Health, ranked third in the nation among all Honor Roll hospitals in U.S. News and World Report's Best Children's Hospitals, and a research and teaching affiliate of the University of Cincinnati's College of Medicine. Its patient population includes the eight-county primary service area covering parts of Ohio, Kentucky and Indiana. A destination for children with complex medical conditions, it also served patients from all 50 states and nearly 70 countries during the past year. Additional information can be found at www.cincinnatichildrens.org.

Connect on the [Cincinnati Children's blog](#), via [Facebook](#) and on [Twitter](#).

About Toyota

Toyota (NYSE:TM), the world's top automaker and creator of the Prius and the Mirai fuel cell vehicle, is committed to advancing mobility through our **Toyota and Lexus** brands. Over the past 50 years, we've produced more than 30 million cars and trucks in North America, where we operate 14 manufacturing plants (10 in the U.S.) and directly employ more than 44,000 people (more than 34,000 in the U.S.). Our 1,800 North American dealerships (1,500 in the U.S.) sold more than 2.8 million cars and trucks (nearly 2.5 million in the U.S.) in 2015 – and about 80 percent of all Toyota vehicles sold over the past 20 years are still on the road today.

Toyota partners with community, civic, academic, and governmental organizations to address our society's most pressing mobility challenges. We share company resources and extensive know-how to support non-profits to help expand their ability to assist more people move more places. For more information about Toyota, visit www.toyotaneewsroom.com.

