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PRESS RELEASE

FOR IMMEDIATE RELEASE:

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Free Booster Seat Giveaway and Safety Fair Slated for Alameda County Fairgrounds

Pleasanton, CA — Five hundred vehicle booster seats and 500 bicycle helmets will be given away at the Alameda County Fairgrounds on June 10. Hosted by Safe Kids Alameda County with Alameda County Supervisor Scott Haggerty, in partnership with AAA of Northern California, **2017 Alameda County Safe Kids Day & Booster Seat Giveaway** will take place at lot 8 of the Fairgrounds in Pleasanton, located just inside gate 12 (official address: 2100 Valley Ave., Pleasanton). The event will run from 11:00am to 3:00pm on Saturday, June 10.

“Preventable injuries are the number one killer of children in the United States, with millions more injured in ways that can affect them for a lifetime. Alameda County Safe Kids Day is designed to celebrate kids, provide resources and help Alameda County families take action to protect their children on the roadway, at home and while at play,” said Safe Kids Alameda County Childhood Injury and Prevention Coordinator, Kat Woolbright.

The event will be open to the public, but booster seat/helmet eligibility requires proof of Alameda County residency. Parent/guardian, child and vehicle must all be present to be eligible. Booster seats and helmets accommodating children 5+ years of age, weighing approximately 50lbs to 110lbs and measuring approximately 40-57 inches in height, will be available free of cost. Education and installation will be provided by certified safety seat technicians.

“AAA is proud to help parents determine the proper booster seat for their kids, as 90 percent of child car seats are installed incorrectly”, said John Moreno, AAA Northern California spokesperson. “Car crashes remain a leading cause of death for children and one mistake could leave a devastating impact on a family. AAA's free car seat inspections and booster seat donations ensure that everyone travels safely.”

In addition to the booster seat and helmet giveaway, the event will also feature an interactive safety fair comprised of over 20 local agencies, family fun, and live entertainment and safety activities. A Free barbeque lunch provided Dublin and Fremont Chevrolet, will be served from 11:30am to 2:00pm. Food and safety equipment will be distributed on a first come, first served basis, and only while supplies last.

Alameda County Supervisor Scott Haggerty, representing the First District communities of Fremont, Dublin, Livermore and East Unincorporated Alameda County said, “It’s truly an honor to be able to bring a program of this magnitude to the residents of Alameda County. When all is said and done, we will walk away with peace of mind in knowing that 500 children are riding safer on our roadways.”

Traffic control and safety for Safe Kids Day will be provided by the Alameda County Sheriff’s Office and the California Highway Patrol- Dublin branch. This event is made possible through sponsorship and donations from AAA of Northern California, Alameda County, Dublin Chevrolet, Fremont Chevrolet, Sutter Health Eden Medical Center, AEG-Oakland, Alameda County Fairgrounds and Bayco Vending.

For more information on this event, please contact Leah Doyle-Stevens in the office of Alameda County Supervisor Scott Haggerty at (925) 551-6995.

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