



MEDIA RELEASE

For Immediate Release

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BCAA Traffic Safety Foundation Pleased with Mandatory Booster Seat Use

(Burnaby, BC) -- The BCAA Traffic Safety Foundation (BCAA TSF) is pleased with the province's announcement today that the use of a booster seat will be mandatory effective July 1, 2008 when transporting a child between the ages of 4 and 9 years and under 4'9" (145 cm) in a vehicle. Additionally, Minister of State for Early Childhood Development, Linda Reid announced that further funding of \$250,000 is being allocated to continue to help educate the public about the importance of booster seat use.

The BCAA TSF has been working with Port Moody-Westwood MLA, Iain Black to inform parents and caregivers about the serious risks to children that are not properly restrained in vehicles. "The BCAA Traffic Safety Foundation appreciates the leadership from government in bringing in this regulatory change which will unquestionably result in reduced deaths and injuries for children," stated Traffic Safety Foundation executive director, Allan Lamb.

Car crashes are still the leading cause of death and injury for children in B.C. On average 880 children (about the equivalent of three elementary schools) between the ages of 5 and 9 are seriously injured or killed in motor vehicle crashes every year. Only 18 per cent of children in B.C. use booster seats and generally children less than 9 years old and shorter than 4'9" (145 cm) are too small to get the proper protection from adult restraints.

The BCAA TSF supports the mandatory use of booster seats combined with public education regarding the seriousness of child safety in car crashes. In an effort to see more children travel safely in vehicles, the Foundation developed the Boost BC

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school program. Since the program launched last September with information being sent to school districts, schools, and public health units, 56 schools around the province have requested that the TSF bring the Boost BC program to their school, and many of those have already adopted a booster seat use policy.

The BCAA Traffic Safety Foundation is a non-profit registered charity working with families, communities and business partners to reduce the number and severity of traffic crashes and injuries in B.C, and has worked closely with ICBC on other child passenger safety initiatives. The Foundation welcomes the generous support of GRACO and Babies "R" Us at Toys "R" Us, which will be helping to ensure that no family in B.C. goes without a booster seat.

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For more information about child passenger safety or Boost BC program please visit call 1-877-247-5551 or visit www.BCAATSF.ca.

Available for Interview:

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