

Media Release

July 9, 2007

PARTNERING TO KEEP KIDS SAFE IN CARS

The BCAA Traffic Safety Foundation recently welcomed Babies "R" Us at Toys "R" Us Canada as a partner in the Boost BC child passenger safety campaign to keep kids safe. The partnership kicked off with a presentation of 30 booster car seats to Richmond area organizations that operate children's programs.

The BCAA Traffic Safety Foundation is pleased to be working with such an advocate of children's safety, and strongly supports recommendations made by the province of BC that will make booster car seats a mandatory requirement for children between the ages of 4 and 9 years old and under 4'9" (145 cm) in a vehicle.

Elfe, in cooperation with Babies "R" Us, has provided the Boost BC program with a special cost for 2,000 Graco Turbo Booster Car Seats and Babies "R" Us at Toys "R" Us Canada is providing 10,000 coupons for \$5 off any booster car seat. Coupons will be distributed to families in need through a government administered program in support of this important BCAA Traffic Safety Foundation booster car seat initiative.

For more information about booster car seats and the Boost BC program visit www.boostbc.ca or call toll free 1-877-247-5551.

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PHOTO: (L to R) Marian Kammerer, Store Director Toys "R" US Coquitlam; Allan Lamb, Executive Director BCAA Traffic Safety Foundation; Linda Reid, Minister of State for Childcare; Kim Winchell, Executive Director Richmond Family Place; Janice Lambert, Family Support Coordinator Richmond Family Place.

PHOTO CAPTION: BCAA Traffic Safety Foundation along with partners Babies "R" Us at Toys "R" Us Canada and the government of British Columbia present child passenger booster car seats to the Richmond Family Place to transport children safely.

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