

The BCAA Traffic Safety Foundation Establishes a Child Car Seat Fund to Help Children in Need

(Burnaby, BC) – With new child passenger safety laws taking effect on July 1st, not all families will have access to proper child car seats and booster seats for their children. The BCAA Traffic Safety Foundation has established the ***Child Car Seat Fund*** in order to help those families and their children.

In B.C. there are 360,000 children between the birth and 9 years old that will require proper child passenger safety restraints. For some families, the cost of purchasing a child car seat is a financial obstacle. More than 20% of BC children are living in poverty, which means there is little left in the family budget for anything after paying for food, shelter and clothing. It's also important that all kids have the benefit of a proper child car seat.

The BCAA Traffic Safety Foundation is working to bridge the gap by providing child car seats and booster seats to low-income families across BC – and they need your help.

Make a donation to the Child Car Seat Fund and the BCAA Traffic Safety Foundation will match your donation, dollar for dollar.

“We’ve set aside \$100,000 to match gifts from donors to purchase child car seats and distribute them primarily through Family Resource Programs in every region of the province,” stated Allan Lamb, executive director of the BCAA Traffic Safety Foundation.

Each year in British Columbia over 1,300 children under 9 years of age are injured or killed in motor vehicle collisions (roughly equivalent of 5 elementary schools).

The Foundation’s goal is to build a fund that will protect those most vulnerable from needless injury or death on BC roads.

To make a donation or get more information, contact the BCAA Traffic Safety Foundation at 1-877-247-5551 or visit www.ChildSeatInfo.ca.

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Available for Interview:

Allan Lamb, Executive Director – BCAA Traffic Safety Foundation

About BCAA Traffic Safety Foundation

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. For more information visit www.BCAATSF.ca or call 604-298-5107.

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