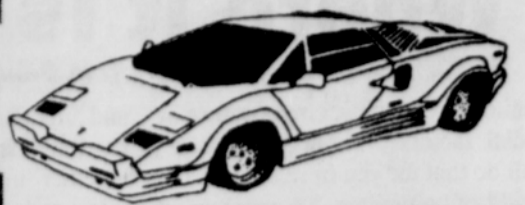


# WHY PAY FULL RETAIL?



## Project Safe Baby Launches Car Seat Program

Car crashes are the number one killer of young children. Many of the children die needlessly, because they weren't in car seats. In 1991, 13 children under the age of four died in Oregon car crashes--10 of these children were not seated in car seats.

Dangerously high statistics such as these have prompted Midas, the Oregon Association of Hospitals, Oregon Medical Association and the Oregon Department of Transportation to launch Project Safe Baby. Project Safe Baby is especially timely for several reasons:

- The Oregon legislature is considering legislation that would require all children under the age of four to be secured by car seats while in motor vehicles. Currently, the law only requires car seats for children

- one year or younger;
- May is Child Safety Awareness month when children's safety is top-of-mind;
- With Mother's Day on May 9, it's reassuring for mothers to know that they are doing all they can to make their children safe as possible;
- Proper and consistent car seat usage takes on greater importance as we approach holidays such as Memorial Day and the upcoming summer months, when families do more driving together.

The program kickoff is Thursday, May 6, 1993 from 1:30 to 3:pm at the Portland Children's Museum, 3037 SW 2nd.

Rather than host a formal news conference, Midas is holding a child-oriented demonstration event, giving

parents the opportunity to test their car seat "know how." Buckles the Bunny will entertain the children and hand out balloons and T-shirts while parents try their hand at properly installing and using car seats. Representatives from the Oregon medical and safety communities, as well as Midas, will answer parents', children's and your questions about car seats and Project Safe Baby. In addition to sponsoring the program, Midas has donated 10 new car seats to the Multnomah County Health clinic, to be distributed to low-income families in the Portland area.

If you have any questions or need additional information, please call me at 248-9468. I look forward to seeing you on the 6th.

Sincerely,  
Mary Kelly

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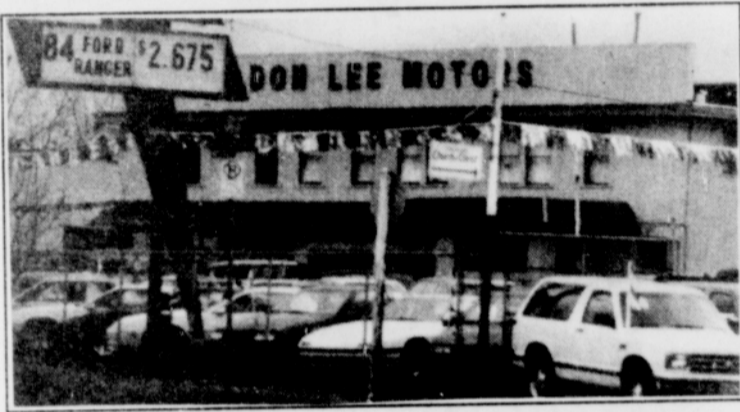
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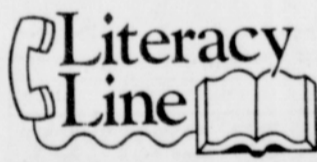
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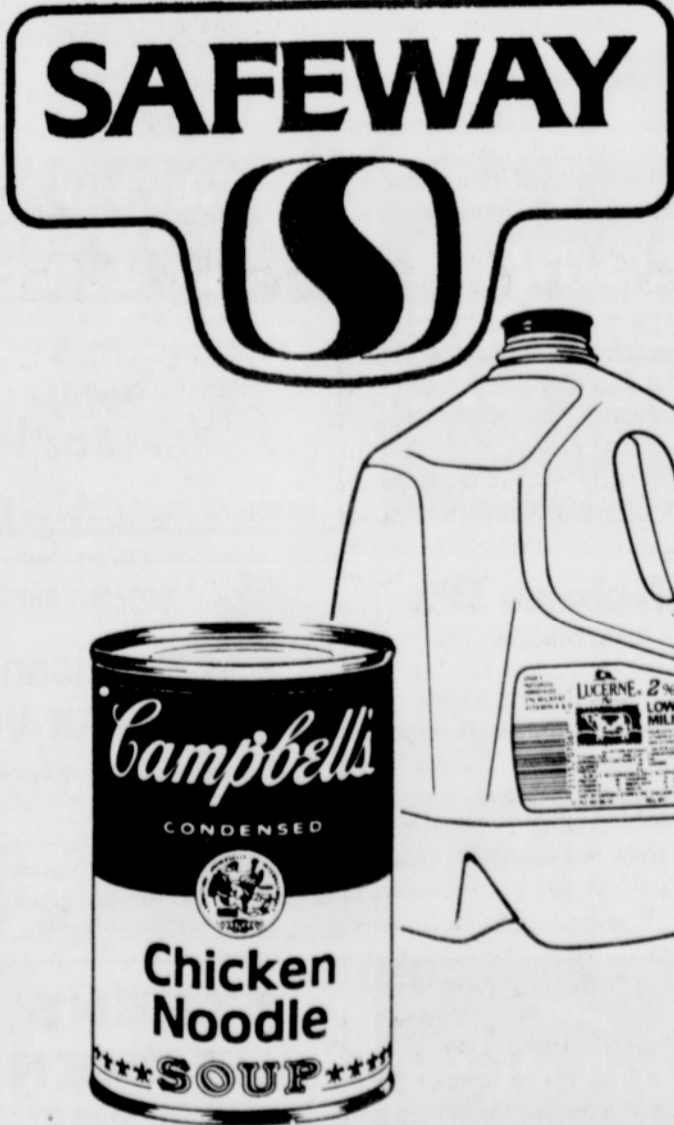
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