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FOR IMMEDIATE RELEASE

KEEPING KIDS SAFE DURING THE SUMMER IS FOCUS OF SAFE KIDS DAY

Children will be the VIPs at this year’s Sussex County Safe Kids Day. The theme for this injury prevention exhibition is Summer Safety with an emphasis on water safety for children. The efforts of several exhibits and activities will be to inform and teach parents and children alike about the ways to stay safe during the summer and throughout the year.

The program identifies risks associated with popular summer activities and the unfortunate escalating number of recreational and sports-related injuries. Parents and children think of summer as the season for fun and relaxation, but emergency room doctors know it as “trauma season.” In fact, children will be rushed to the emergency room nearly 3 million times this summer. To help kids learn to play safe, the 2007 Sussex County Safe Kids Day will include focused exhibits and activities on: bicycles, motor vehicles, water safety, fire safety, avoiding drugs and alcohol, and the many other activities that can lead to injuries.

Safe Kids Sussex County in cooperation with Sussex Tech High School and many other partners and sponsors help deliver this event. Sussex County Safe Kids Day will be held on Wednesday, August 8, 2007, from 9 a.m. to noon at the Sussex Technical High School athletic complex on Route 9, between Georgetown and Laurel.

This fun and educational festival on childhood injury prevention will include many interactive exhibitors and demonstrations plus costumed characters, child ID fingerprints, a petting zoo, entertainment and much more. Visitors will also enjoy learning about various safety topics from our youth as “Queens Speak Out for Safety.”

Safe Kids Sussex County challenges every parent and caregiver to join us in protecting America’s most precious resources—our children.

For more information about Safe Kids Day contact Mike Love, Safe Kids Sussex County Chairperson at the University of Delaware Cooperative Extension 302-856-2585, ext. 583.

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