



For Immediate Release

Larry H. Miller Dealerships Provides Free Car Seat Safety Checks

Fifth annual Keys to Car Seat Safety Campaign serves to keep Arizona children safe



PHOENIX (September 3, 2019) – Car crashes are the leading cause of preventable death and injury to children ages 1-13 in the United States, according to the National Highway Traffic Safety Administration. With more than 120,000 children injured every year in motor vehicle crashes, something as simple as a properly installed child safety seat, can reduce the risk of death by as much as 71 percent. On National Seat Check Saturday (Sept. 21), [Larry H. Miller Dealerships](#), in partnership with Safe Kids, Child Crisis Arizona and

local first responders, will kick off its fifth annual Keys to Car Seat Safety campaign, an effort focused on raising awareness for child passenger safety and keeping Arizona children safer.

Since the inception of Keys to Car Seat Safety, 468 vehicles containing 651 car and booster seats have been inspected, and Larry H. Miller Dealerships has distributed more than 208 new car seats to families in need. Now in its fifth year, the complimentary event series offers certified car seat inspections for Arizona parents and caregivers to ensure car seats are properly installed and children are traveling safely. The Keys to Car Seat Safety events will be held at Larry H. Miller dealership locations in Phoenix and Tucson on Sept. 21, Sept. 28, Oct. 5, and Oct. 12. Attendees can receive safety education and hands-on assistance from certified child passenger safety technicians on how to correctly install and maintain a car seat.

“Mistakes can easily happen during a car seat installation, even if parents believe they have carefully read the manufacturer’s instructions,” said Pat Kroneberger, senior vice president of operations for Larry H. Miller Dealerships. “These mistakes increase a child’s chance of being seriously injured while a vehicle is moving, especially if an accident occurs. Our goal is to ease parents minds and keep Arizona children safe through this series of free community events.”

A 2018 recommendation by the American Academy of Pediatrics suggested that infants and toddlers should remain in a rear-facing car seat for as long as possible, until they reach the highest weight or height allowed by their seat. This was an update from the previous recommendation which stated that children should remain rear-facing until the age of 2.

“With updates to national child passenger safety recommendations and consumers purchasing new vehicle models with a variety of features, it’s important to have your child’s car seat or booster seat checked by a certified technician,” said Zoraida Ettrick, program coordinator for Safe Kids Maricopa County. “Larry H. Miller Dealerships’ Keys to Car Seat Safety events are an ideal time for caregivers and kin to learn practical tips through demonstration and practice, so installing, fitting, and changing car seats is less daunting and more effective.”

The Saturday events are free and open to the public. Car seats will be inspected on a first-come, first-served basis by a certified child passenger safety technician, and attendees are encouraged to bring their children to the events to ensure their car or booster seat can be inspected for a proper fit.

The schedule for car seat safety check events is as follows:

8 – 11 a.m., Saturday, Sept. 21

Larry H. Miller Ford Mesa
460 E. Auto Center Dr., Mesa, AZ 85204

8 – 11 a.m., Saturday, Sept. 28

Larry H. Miller Dodge Ram Avondale
10101 W. Papago Fwy., Avondale, AZ 85323

8 – 11 a.m., Saturday, Oct. 5

Larry H. Miller Toyota Peoria
8633 W. Bell Rd., Peoria, AZ 85382

8 – 11 a.m., Saturday, Oct. 12

Larry H. Miller Volkswagen Avondale
10205 W. Papago Fwy., Avondale, AZ 85323

8 – 11 a.m., Saturday, Oct. 12

Larry H. Miller Dodge Ram Tucson (in collaboration with Safe Kids Pima County and Tucson Police Department)
4220 E. 22nd St., Tucson, AZ 85711

For more information on car seat safety and event locations, visit KeystoCarSeatSafety.com.

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About Larry H. Miller Dealerships

Larry H. Miller Dealerships operates more than 60 dealership locations under 20 automotive brands in seven western states. The group employs more than 1,100 individuals at 13 Arizona locations, including nine in Phoenix and four in Tucson.

Larry H. Miller Dealerships has a strong legacy of giving back to communities where it does business. Through its charitable organization, Larry H. Miller Charities, more than \$1.4 million has been donated to qualified nonprofit organizations throughout Arizona since 1996.

For more information about Larry H. Miller Dealerships, please visit www.lhmauto.com.

About Child Crisis Arizona

For more than 40 years, Child Crisis Arizona (CCA) has served the Valley's vulnerable children and families and is committed to preventing child abuse and neglect through education and intervention. CCA offers emergency shelter for children ages birth to 10 and offers foster care and adoption services as well community-wide parenting classes, workshops, children's playgroups, support groups and much more. Since 1977, Child Crisis Arizona has positively affected over 60,000 children and families. Our vision is "Safe Kids. Strong Families." Child Crisis Arizona has served as the lead agency for Safe Kids Maricopa County since April 2019.

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