



## **MEDIA RELEASE**

For Immediate Release  
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# **A Perfect Match for Fraser Valley Children**

**(Abbotsford, BC)** – In B.C. all children must be properly secured in an age and weight appropriate child car seat when traveling in a vehicle. For some families the cost of a child car seat is a barrier. To help ease this difficulty the BCAA Traffic Safety Foundation has launched the Child Car Seat Matching Fund to help families in need.

“The Child Car Seat Matching fund will help ensure that as many children as possible have the safety benefits of a proper car seat,” stated Allan Lamb, executive director of the BCAA Traffic Safety Foundation. “We have 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.”

The Fraser Valley Brain Injury Association has donated \$5,000 to the Child Car Seat Matching Fund to help purchase child car seats for use by families living in Fraser Valley communities.

One hundred and thirty-eight child car seats have been purchased and are being distributed through Family Resource Programs in the various communities. Programs will receive two infant seats, two infant/child seats and two high back booster seats to be distributed.

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 B.C. children are living in poverty. It is important that all kids have the safety benefits of a proper child car seat.

The BCAA Traffic Safety Foundation is working to make that happen by providing child car seats and booster seats to families in need across B.C. Make a donation to the Child Car Seat Fund and the BCAA Traffic Safety Foundation will match your donation, dollar for dollar.

For more information about the Child Car Seat Matching Fund call 1-877-247-5551 or visit [www.ChildSeatInfo.ca](http://www.ChildSeatInfo.ca).

**# #**

**Photo (L to R)** – Allan Lamb, Executive Director – BCAA Traffic Safety Foundation;  
Jodie Millward, Fraser Valley Brain Injury Association



**Photo Caption** – Fraser Valley Brain Injury Associations donates \$5,000 to the BCAA Traffic Safety Foundation’s Child Car Seat Matching Fund. The BCAA TSF matched the donation dollar for dollar to purchase child car seats for families in need living in Fraser Valley communities.

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