



MEDIA RELEASE

Rotary Club of White Rock Donates to Child Car Seat Fund

White Rock, B.C. / July 21, 2009 – The Rotary Club of White Rock recently donated \$800 to the BCAA Traffic Safety Foundation’s Child Car Seat Matching Fund to help buy car seats for families in need living in the White Rock community.

“We greatly appreciate the support of the Rotary Club,” says the executive director of the BCAA Traffic Safety Foundation, Allan Lamb. “The Rotary Club of White Rock is just one of the many Rotary Clubs around the province that has made a difference for children with their donation.”

The BCAA Traffic Safety Foundation 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 Rotary Club of White Rock has been serving the community since 1955. We are pleased to be able to help the BCAA Traffic Safety Foundation with this worthy community project which will increase the number of safe car seats available for families most in need in the South Surrey area,” announced Daphne Fortin, president of the Rotary Club of White Rock.

“We created the Child Car Seat Matching fund to help ensure that as many children as possible have the safety benefits of a proper car seat,” stated Marg Deibert, manager of the Child Passenger Safety Program for the BCAA Traffic Safety Foundation.

Infant seats, infant/child convertible seats and high back booster seats have been purchased and are being distributed through family resource programs in the White Rock area.

In B.C. all children must be properly secured in an age and weight appropriate child car seat when traveling in a vehicle.

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Photo (L to R) – Carolyn Langdeau, BCAA Manager White Rock; Daphne Fortin, President Rotary Club of White Rock; Penny Bradley, Crescent Beach Community Services; Colleen Blundell, BCAA Child Passenger Safety Educator; Eva Sehra, BCAA Assistant Sales Manager White Rock; Booster

Photo Caption – Rotary Club of White Rock donates \$800 to the BCAA Traffic Safety Foundation’s Child Car Seat Matching Fund. The Foundation matched the donation dollar for dollar to purchase child car seats for families in need living in White Rock. The presentation was made at the White Rock BCAA’s community event.

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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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