FOR IMMEDIATE RELEASE:                      May 6, 2010

Sheriff’s Office Presents KISS Media Challenge

On Wednesday, May 26th, media personnel are invited to participate in the KISS (Kids in Safety Seats) Media Challenge. Competitors will be asked to demonstrate their knowledge of safety seat installations and learn the best practices to make vehicle travel safer. Participants will be placed in teams to represent print, radio, and television media and will compete for prizes. This event is a prelude to and promotion of a large scale fitting station to be held the following week.

To register, e-mail participant’s name, media source/company represented, and phone number to Deputy Kimberly Orts no later than May 21st, at kimberly.orts@co.travis.tx.us.

With the summer travel season upon us and the implementation of the enforcement of new passenger seat belt laws, law enforcement, EMS, and safety advocates need your assistance in bringing awareness to the services available in our community and in educating parents and caregivers on the safest practices for use of child passenger safety seats.

On Thursday, June 3 at 10am, there will be a FREE open car seat fitting station hosted by Barton Creek Mall (2901 Capital of Texas Hwy, Lot D-16) with the Travis County Sheriff’s Office, Texans in Motion and Austin-Travis County EMS. This event is scheduled from 10 AM - 2 PM. Inspections will be conducted on a first come, first serve basis.

For more information on these events or on Child Passenger Safety, contact Deputy Kimberly Orts at (512) 854-3248.

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Submitted By:  Roger Wade, Public Information Officer, (512) 854-4986