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**New 30-Second Radio PSA Seeks to
Prevent Child Heatstroke Deaths in Parked Cars**

*Parking Safety Matters campaign reminds drivers not to leave children
in sweltering back seats this summer*

(CITY, DATE) -- On average, a child dies from heatstroke in the back seat of a parked car every 10 days, and the death toll typically rises to two per week from May to September. To help prevent these tragedies, [ORGANIZATION], a member of the International Parking Institute, is encouraging radio stations to air a compelling 30-second radio public service spot produced which is aimed at increasing awareness of the dangers of leaving children in parked cars.

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 **30-SECOND SCRIPT: (to download audio files go to** [www.parking.org/safety](http://www.parking.org/safety)**)**

The inside of a parked car can reach fatally hot temperatures within minutes -- even on a 70 degree day.

Every 10 days, a child dies from heatstroke in a hot parked car.

(sound effect baby crying)

Put your wallet or phone in the back seat as a reminder.

Call 911 if you see a child alone in a car.

 (sound effect - calling 911)

Never leave a child in a parked car - not even for a minute.

 (sound effect - siren -- there is also a version without siren sound effect)

Parking Safety Matters.  A message from the International Parking Institute.
(sound effect, car window glass breaking to save child)

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Statistics show that most of these tragedies occur when parents or caregivers are distracted or preoccupied and simply forget that a child is in the back seat. In some cases, the victims were intentionally left behind, perhaps because they were sleeping or parents thought it was safe to leave them unattended while they ran a quick errand. Some children die after gaining access to an unlocked parked car.

For a child, whose body temperature rises three to five times faster than an adult's, heatstroke can be fatal at temperatures starting at 104 degrees.

**Link to these downloadable audio files at** [www.parking.org/safety](http://www.parking.org/safety)**.**

30-second Heatstroke PSA in .wav format [with emergency vehicle siren sound effect]
30 second Heatstroke PSA in .wav format [without siren sound effect, if preferred]

30-second Heatstroke PSA in .mp3 format [with emergency vehicle siren sound effect]

30 second Heatstroke PSA in .mp3 format [without siren sound effect, if preferred]

IPI and its members have worked to heighten heatstroke awareness since 2014. A [fact sheet on heatstroke in parked cars](http://r20.rs6.net/tn.jsp?f=0013Eko7RxCsYaPhL12ecpvhDSE_7dG1q-VYhrZGN6qMwq3Nw7ziDrWtqkQyd9XaabpSdsBFyuB1OnGIdWfhO_s2H8XrimR18ngWurHYJN35aoC_nG6eA7-IN-x0sKd1Q_s_PYG-FhvluOfqOL3fMmm7xN2zkrNnsj7yE4l1B3BYJtwjXiZaU0tdXDN4TimpLFmmQ9-EcunZS6_7HIH5JxmJ8qNcfctA6mrmLi9iuOJbOC6ow8tP0YoLH8Xb2fBs07a&c=P3i2D-lHCXgMB3T6fhvd11GT-AZQFd2E9U-HeoicJxox651SkN9CHA==&ch=ui9v1x6lir7nwMhY5Jln9yz5ab6_hceVy0q0ZM9T12LecpjdtxGMkA==) is available at [parking.org/safety](http://r20.rs6.net/tn.jsp?f=0013Eko7RxCsYaPhL12ecpvhDSE_7dG1q-VYhrZGN6qMwq3Nw7ziDrWtvMPFRrCbd3I8WghD7jJndOQC9g3BoujRj-Rz5JmCL-25qNym9hYFadoRJwphMdJ4tFlJ289nEU4D0L_DC1FztQd8GK60Ttpd8Dc282jR9JyuspVa9mhHbNPgYI9_GS5lw==&c=P3i2D-lHCXgMB3T6fhvd11GT-AZQFd2E9U-HeoicJxox651SkN9CHA==&ch=ui9v1x6lir7nwMhY5Jln9yz5ab6_hceVy0q0ZM9T12LecpjdtxGMkA==).

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Local contact: [NAME, ORGANIZATION, EMAIL, PHONE]