### FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

**NHTSA and [Local Community/Organization] Celebrate
Child Passenger Safety Week, September 21-27**

**[Local Community/Organization] Is Offering Free Car Seat Checks by Certified Technicians on Seat Check Saturday, September 27**

**[City, State]**  — Every year, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) celebrates Child Passenger Safety Week, which runs this year from September 21-27, 2025. The annual safety week culminates with National Seat Check Saturday on September 27, 2025, a day for parents and caregivers to receive free instruction on how to correctly install and use the right car seats for their children. **[Organization]** announced today that certified Child Passenger Safety Technicians will be offering free car seat safety checks on Seat Check Saturday, beginning at **[time]** at **[location]**. Technicians will be available to help parents and caregivers determine the right seats for their children and demonstrate how to correctly install and use those seats.

“Unfortunately, many parents are overconfident about their car seats,” said **[Spokesperson].** “They think they’re protecting their kids, but almost half of car seats are either the wrong seat for the child’s age and size, or the seats are installed incorrectly. That puts children at risk.” According to NHTSA, motor vehicle crashes are a leading cause of death for children. Every day in 2023, an average of three children under 14 were killed in crashes, and another 442 were injured. “We know parents love their kids,” added **[Spokesperson]**, “so they’ll do everything in their power to protect them. An easy way to do that is to double-check their car seats — it’s worth making sure.”

When it comes to child passengers, there is a right seat for every age and developmental stage — from infants to teens. Whether it’s a rear-facing or forward-facing car seat, a booster seat, or a seat belt, a certified Child Passenger Safety Technician can put parents’ minds at ease by confirming which seat is correct for their children and showing them how to correctly install that seat in their vehicle. Children should stay in each seat and position until they outgrow the height or weight limits for the car seat, and it’s important for all children under 13 to ride in the back seat.

If parents and caregivers are not available for Saturday’s seat check times, but would still like to have their car seats checked, they can find out if a technician is available in their community by visiting [www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#installation-help-inspection](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#installation-help-inspection). Parents can filter search results by Spanish-speaking technicians, virtual appointments, and local Child Passenger Safety Week events. [NHTSA.gov](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats) also has free resources available to caregivers. Learn about the different [car seat types](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#car-seat-types), read NHTSA’s research-based [recommendations](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#find-the-right-car-seat-car-seat-recommendations), and [find and compare](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#find-the-right-car-seat-find--compare-seats) car seats.

Parents and caregivers are encouraged to register car seats with the manufacturer so they can be notified in the event of a recall. They can also download NHTSA’s [SaferCar app](https://www.nhtsa.gov/campaign/safercar-app), which allows users to save their vehicle, car seat, and tire info in a virtual garage. If any of the saved equipment is included in a safety recall, the app will send a notification.

For more information on child passenger safety, go to [NHTSA.gov/therightseat](https://www.nhtsa.gov/campaign/right-seat).

10760h-042314-v1

###