



**FOR IMMEDIATE RELEASE**

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**Safe Kids at Sunrise Children's Hospital Makes an Impact on Injury Prevention**

*Community organization reports impressive statistics on their educational program*

**LAS VEGAS** – Safe Kids Clark County, a community outreach organization founded by Sunrise Children's Hospital, recently released a report on their 2007 educational programs designed to build awareness for injury prevention in children. The non-profit administered an impressive 270 educational programs, totaling more than 1,400 hours of service that reached almost 25,000 Las Vegans.

Safe Kids Clark County effectively designs, promotes and executes educational programs aimed at parents and children to prevent serious injuries. Seminars focusing on topics such as car safety, home safety, toy safety, poison prevention and head injury prevention are among the important messages carried out by Safe Kids Clark County's director, Jeanne Cosgrove.

"Many people don't realize it, but accidental injury is the number one cause of death among children ages 14 and under in the U.S. Our team works around the clock to ensure that children in this community are safe," said Cosgrove. "We are proud to be able to educate parents and children about general safety and we feel that our work has a significant impact."

Among their other efforts in 2007, Safe Kids Clark County personally checked more than 4,000 car seats for proper installation. The National Highway Traffic Safety Administration estimates that properly used child safety seats lower children's risk of death by 71% for infants and by 54% for toddlers.

For more information on Safe Kids, visit <http://www.safekidsclarkcounty.org/>

**About Sunrise Children's Hospital:**

Sunrise Children's Hospital is a dedicated specialty hospital of 244 beds offering comprehensive inpatient and outpatient services. Sunrise Children's expert pediatric medical staff includes top physicians, specialists and sub-specialists in pediatric emergency medicine, cardiology and cardiac surgery, oncology, radiology, critical care and neonatology. With a focus on family-centered care, Sunrise Children's Hospital has a complete staff of trained pediatric health care providers including specially trained pediatric nurses, social workers and child life specialists.

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