

# MEDIA ADVISORY

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**WHAT:** **‘SIT-CLICK-RIDE’ POSTER CONTEST ANNOUNCED**  
**Competition to Encourage Tweens to Buckle Up in Back Seat**

**WHEN:** Entries will be accepted from National Child Passenger Safety Week (September 16-22) through December 14

**WHO:** Governor’s Traffic Safety Committee (GTSC)  
NYS Child Passenger Safety Advisory Board  
NYS Safe Kids Coalition (SKC)  
NYS Department of Health (DOH)

**NOTES:** In observance of Child Passenger Safety Week, students in grades 3-7 statewide are invited to participate in a “Sit-Click-Ride” poster contest to encourage tweens (8- to 12-year-olds) to properly buckle up in the back seat when riding in a motor vehicle.

Traffic crashes are a leading cause of injuries and deaths for children up to age 14. Children properly restrained in the back seat of a motor vehicle are 38 percent less likely to be injured in a crash.

Participants are asked to create an original, hand-drawn art design with a “Sit-Click-Ride” message on an 11 x 8-½” (horizontal) sheet of paper. The designs will be judged on positive approach, accuracy, effectiveness, originality and appearance.

Entries must be delivered or postmarked by 5 p.m., Friday, Dec. 14, 2012 to the CPS Program Coordinator, GTSC, 6 Empire State Plaza, Room 410B, Albany, NY 12228. Winners will be notified by June 2013.

The top-three prizes are an iPod, a Kindle Reader and a Nook Reader. Regional winners will receive a trophy, and their posters will be included in the “Sit-Click-Ride Traffic Safety Calendar” for 2013–14.

Entry forms are available at <http://www.safeny.ny.gov/CPS/toolkit-info/SITCLICK-c.pdf>.

**CONTACT:** GTSC: [grants@safeny.com](mailto:grants@safeny.com)  
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