

News Release

Contact: Jennifer Tornetta, 609-569-7010, jennifer.tornetta@atlanticare.org
Jenna Dearth, 609-449-4318, jenna.dearth@atlanticare.org
Frank Tedesco, 609-407-2550, frank.tedesco@atlanticare.org

For Immediate Release: May 5, 2008

Harrah's Regional Trauma Center at ARMC announces May Safe Kids Car Seat Check-up locations *New site opens this month in Hammonton*

The Atlantic and Cape May Counties Chapter of Safe Kids, of which Harrah's Regional Trauma Center at AtlantiCare Regional Medical Center (ARMC) is the lead agency, conducts free child safety seat inspections, or "check-ups," every month. The Trauma Center at ARMC and Safe Kids encourage parents and caregivers, especially expecting parents 3 weeks prior to their due date, to visit a checkpoint to learn about proper installation.

The Atlantic County Sheriff's Department partners with Safe Kids and ARMC to open a new car seat fitting station in Hammonton this month.

- May 10** Bennett Chevrolet, 6721 Black Horse Pike, Egg Harbor Township, New Jersey
9 a.m. to 1 p.m. (second Saturday of each month)
- May 13** Rio Grande Firehouse, 1120 Route 47 South, Rio Grande, New Jersey
4 p.m. to 7 p.m. (second Tuesday of each month)
- May 17** WalMart 55 S. White Horse Pike, Hammonton, New Jersey 9 a.m. to 1 p.m. (third Saturday of each month)

In the event of inclement weather, the child safety seat inspections will take place indoors.

In New Jersey, all children under the age of eight or under 80 pounds must ride in an approved child safety seat. Infants should always ride rear facing while traveling in a vehicle. Infants should remain rear facing until they reach the highest weight and height limits of the seat they are in and should never be turned forward facing before they are at least 12 months of age and over 20 pounds. Nationally, approximately 30 percent of children ages four and under still ride unrestrained; and of those children who are buckled up, four out of five are not restrained correctly.

Safe Kids of Atlantic and Cape May Counties is a partnership of the South Jersey Traffic Safety Alliance (SJ TSA); the Atlantic and Cape May Counties Sheriff's Office; the Delaware River Bay Authority (DRBA); as well as local businesses and state, county and local law enforcement agencies.

-more-

ARMC announces Safe Kids car seat check up locations for May/ add one

The Car Seat Check-up program is part of Safe Kids Buckle Up, a national program developed through a partnership with the National Safe Kids Campaign and General Motors. It is aimed at educating parents and caregivers about the importance of properly restraining children for every ride. For more information about the Car Seat Check-ups or to learn about certified child safety seat inspectors in your community, please call the AtlantiCare Access Center at 1-888-569-1000.

AtlantiCare is a regional healthcare organization based in Egg Harbor Township, New Jersey, whose more than 4,580 employees serve the healthcare needs of the community at more than 60 locations. It includes AtlantiCare Regional Medical Center (ARMC), the AtlantiCare Foundation, AtlantiCare Health Plans, AtlantiCare Behavioral Health and AtlantiCare Health Services. ARMC became the 105th hospital in the nation to attain status as a Magnet™ designated hospital in March of 2004.