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MEDIA ADVISORY

February 25, 2009

Annual Zero Fatalities Safe Kids Fair Educates Families on Importance of Safety and Injury Prevention

What: Zero Fatalities and Safe Kids Salt Lake County will come together once again for their annual Zero Fatalities: Safe Kids Fair this week. The fair is designed to educate parents and children living in the Salt Lake Valley area on various safety topics to prevent accidental death and injury among children.

Where: South Town Exposition Center
9575 South State Street
Sandy

When: Friday, February 27th from 11:00 a.m. to 6:00 p.m.
Saturday, February 28th from 10:00 a.m. to 6:00 p.m.

Media Op: Mayor Corroon will be present at the opening ceremony on Saturday, February 28th at 10 a.m. The ceremony will include a color guard presentation of colors. There will also be give-a-ways of 200 helmets and 50 car seats. Spiderman will be their to present safety information onstage.

Spiderman will be having meet and greets on February 28th at 11:30 a.m. and 3:30 p.m. There will also be a meet and greet at 12:30 p.m. and 4:30 p.m.

There will be multiple educational booths for both children and parents. Agencies with booths will be: Molina Healthcare, Unified Fire Authority, Babies R Us, Utah Safety Council, SLVHD: Tobacco, DigiKids, Poison Prevention, Salt Lake CAP/ Head Start, Utah Department of Health SLVHD: Water Quality, Discovery Gateway, Utah Highway Patrol SLVHD: Obesity, Primary Children's Medical Center and SLVHD: Injury Prevention Team.

Interviews with Zero Fatalities, Safe Kids and other organizations will be available.

Why: By educating children and parents about various safety topics and how to prevent accidental deaths, Zero Fatalities and Safe Kids Salt Lake County hope to encourage a safer and more knowledgeable community.

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