



City of Arts & Innovation

PRESS RELEASE

Police Department
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FOR IMMEDIATE RELEASE

Date: August 1, 2016

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RIVERSIDE POLICE URGES CAREGIVERS TO NOT LEAVE KIDS IN CARS

WHERE'S BABY? LOOK BEFORE YOU LOCK.

RIVERSIDE, CA – Every summer when the temperatures begins to rise, heartbreaking and preventable deaths happen when children are left alone in hot vehicles. The Riverside Police Department has partnered with other agencies in Riverside and San Bernardino Counties to raise awareness about the dangers of leaving kids in cars.

The month of August has been designated as “Purple Ribbon” month, reminding parents and caregivers about the dangers of leaving children unattended in hot vehicles. Heatstroke is the leading cause of non-crash, vehicle-related deaths for children. During the summer months, temperatures within a vehicle can reach up to 120 degrees even on a moderately cool day. A child’s body heats up 3-5 times faster than an adult’s body and can rise to 106 degrees within 10-15 minutes of being left unattended in a hot vehicle. State law prohibits leaving a child under 6 in a vehicle without the supervision of someone who is at least 12 years old (CVC 15620).

Law enforcement officials recommend these prevention tips:

- If you see a child unattended in a vehicle, call 911 immediately.
- Make “look before you leave” a routine and check the back seat every time you get out of the vehicle. Don’t overlook sleeping babies.
- Place something in the backseat that you would need, such as a purse, briefcase or cell phone.



- Always lock your vehicle and make sure children do not have access to keys. If a child is missing, always check the pool first and then the vehicle, including the trunk.
- Never let children play inside the vehicle.

This tragedy is preventable. Please share this information with family, friends, and coworkers. If you want to join the campaign, The Riverside Police Department will be distributing **FREE** purple ribbon bracelets and flyers at our Orange Street Police Facility and encourages the public to participate.

For more information, contact PSR DeFries at ndefries@riversideca.gov or 951-826-5674.

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