



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Date: Thursday, October 4, 2007

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Traffic Safety Fair celebrates 10 years

Highly successful youth outreach program celebrates milestone at Castle Park

Riverside, CA -- With emphasis on keeping kids safe at all times, the Riverside Police Department is hosting its 10th annual Traffic Safety Fair, in partnership with Castle Park amusement park, 3500 Polk St, in Riverside, on Saturday, October 6. The Traffic Safety Fair runs from 10 a.m. to 3 p.m. and is free to the public.

Trained police personnel will assist kids and their parents with important issues like proper use of child car restraints, bicycle helmets and remembering the rules of the road. Bicycle Officer teams from the City of Riverside, University of California-Riverside and Riverside Community College police departments and the Riverside Police K-9 Unit will be providing demonstrations. Riverside Police and California Highway Patrol helicopters and the Riverside Fire Department Safety House will also be on site.

Educational fun for the whole family includes the RPD Safety City and the Story Mobile from Riverside Public Library, which appeal to young family members, bike safety to school age kids and the DUI Simulation Driving Course and MADD displays add relevance for teen drivers and parents. The static displays will be enjoyed by all. Children visiting safety booths can win free prizes.

In its 10th year, the RPD Traffic Safety Fair has brought in key community partners who address other important traffic safety topics, such as the Burlington Northern Santa Fe Railroad's Operation Lifesavers, Riverside County Injury prevention Services, 4R Kids Sake and Inland Empire Safe Kids.

More information, and free Castle Park parking passes can be found online at:
www.rpdonline.org/safety.

WHAT: Riverside Police 10th Annual Traffic Safety Fair

WHEN: Saturday, October 6, 2007, 10 a.m. to 3 p.m.

WHERE: Castle Park, 3500 Polk St (near La Sierra Ave.), Riverside

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