

FOR IMMEDIATE RELEASE (August 1, 2016)

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Houston TranStar Releases Life-Saving Tactic PSA to Prevent Child Deaths in Hot Cars

What: Media event to address deaths of area children left in hot cars and introduce TranStar's "Have a Strategy to Avoid Tragedy" television PSAs.

Who: Ed Emmett – Harris County Judge
Dr. David Persse – EMS Physician Director for the City of Houston
Kristen Beckworth – Manager of the Center for Childhood Injury Prevention at Texas Children's Hospital
Dinah Massie – Houston TranStar Public Information Officer

When: Wednesday, August 3, 2016 – 10:00 a.m. CT

Where: Houston TranStar – 6922 Katy Rd., Houston TX 77024

Each summer, nearly 40 children die from being left inside hot vehicles. In more than half of those cases, the young passenger was unintentionally forgotten by the driver. Thus far in 2016, 24 children have perished in hot vehicles across the United States. Five of those deaths (the total for all of last year) have already occurred in Texas, with some of our hottest temperatures still ahead.

"This horrific tragedy can be prevented in just a few seconds, at no cost and with no significant effort on anyone's part," said Dr. David Persse, EMS Physician Director for the City of Houston. "A simple reminder can literally mean the difference between life and death."

Houston TranStar leadership will unveil its "Have a Strategy to Avoid Tragedy" television PSA (produced in English and Spanish by communications strategy firm Newman & Newman, Inc.) that reveals a simple, yet effective technique to help drivers avoid tragedy that comes from leaving young children in an environment that can quickly climb to deadly temperatures.

Outside the building, a large dual thermometer, provided by Safe Kids Worldwide, will be set up to demonstrate the temperature differences outside and inside a parked vehicle.

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Houston TranStar is a unique partnership of representatives from the City of Houston, Harris County, the Metropolitan Transit Authority of Harris County (METRO) and the Texas Department of Transportation (TxDOT) who share resources and exchange information under one roof to provide transportation management and emergency management to help keep motorists informed, roadways clear and lives safe in the fourth most populated city in the United States.

