



## **“Location is the Key”**

### **Public Service Announcements** (For television, radio, newspapers, and newsletters)

- 05: Buckle up. It only takes a few seconds and it's a decision that could affect the rest of your life. This message brought to you by \_\_\_\_\_ and George Mason University's **“Location is the Key”** campaign.
- 05: In a frontal crash, air bags come out of the dashboard at speeds up to 200 miles per hour. Remember, the safest place for children of all ages is in the back seat. This message brought to you by \_\_\_\_\_, George Mason University, and the **“Location is the Key”** campaign.
- 10: Child safety seats should never be placed in the front seat of a vehicle with a passenger side air bag. This is \_\_\_\_\_ reminding you that **“Location is the Key”** to keeping children safe in the car. The back seat is the safest place for children of all ages. This message brought to you by \_\_\_\_\_ and George Mason University.
- 10: Air bags have saved thousands of lives but they can also be dangerous. This is \_\_\_\_\_ reminding you that **“Location is the Key”** to occupant safety. Drivers should sit as far back as possible from the steering wheel hub and children should always ride in the back seat. As always, everyone should be buckled up. This message brought to you by \_\_\_\_\_ and George Mason University.
- 15: Safety belts can help save thousands of lives each year, but they are only 100% effective when worn correctly. The **“Location is the Key”** campaign would like to remind everyone to make sure that they are buckled up correctly before riding in a motor vehicle. The lap belt should be worn below the abdomen and the shoulder belt should cross over the breastbone. It only takes a few seconds to check and it could save your life. This message brought to you by \_\_\_\_\_ and George Mason University.
- 15: **“Location is the Key”** to passenger safety. The location of the passengers, location of the safety belt on the body, and the location of the child safety seat all affect the risk of injury in a crash. So, remember to buckle up correctly, always place children and child safety seats in the back seat, and sit as far away from the steering wheel as possible to avoid being injured by a deploying air bag. This message brought to you by \_\_\_\_\_ and George Mason University.