



MEDIA ADVISORY
For Immediate Release
Boise, ID (February 20, 2007)

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**St. Luke's and Ada County Paramedics Host Launch Event
For New Pediatric Injury Prevention Program**

- WHO:** Officials from Ada County Paramedics and St. Luke's Children's Hospital
- WHAT:** Will host a launch event for the organizations' new pediatric injury prevention program
- WHERE:** St. Luke's Boise Medical Center, Circle Drive – near the hospital's emergency department
- WHEN:** Thursday, February 22, 2007 at 10:30 a.m.
- WHY:** According to Safe Kids USA, a national organization focused on preventing injuries in children, accidental injury is the number one killer of children in America. Safe Kids estimates that by taking simple precautions, almost all (90 percent) of these accidental injuries can be avoided.

The new prevention initiative is targeted specifically to children and their parents and the goal of the program is to educate families about important measures they can take to prevent unintentional injuries in kids.

The flagship of the program is an ambulance that has been transformed into a pediatric injury prevention road show. This specially outfitted ambulance, supported by a team of expert volunteers from St. Luke's and Ada County Paramedics, will make public appearances at safety events, schools, and community celebrations to provide safety information and tips on topics ranging from water safety to the importance of bike helmets and car seats.

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