



City of Irvine
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News Release

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FOR IMMEDIATE RELEASE

PRESS RELEASE #07/07/2009

Subject : IRVINE POLICE SUPPORT PURPLE RIBBON MONTH
No Kids Left in Cars!

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IRVINE, CA (July 7, 2009): During the month of August, the Irvine Police Department will display a purple ribbon on the side of all police vehicles in observance of National "Purple Ribbon Month", designed to create awareness of preventable injuries and deaths of children in and around automobiles.

The purple ribbon campaign was founded by the Corona-based non-profit group called **4 R Kids Sake**. The ribbons are both a tribute and a reminder; a tribute to Kaitlyn Russell, who died at six months of age when left in a car on a 100-degree day, and a reminder that children can be injured if not carefully supervised around vehicles.

Irvine Police Explorers will visit all the childcare facilities in Irvine and provide literature regarding the dangers of leaving children unattended in motor vehicles.

August is Purple Ribbon Month – No Kids Left in Cars!

For more information about Kaitlyn's Law, please visit: <http://www.4rkidssake.org>

The City of Irvine has a population of more than 212,000, spans 65 square miles and is recognized as one of America's safest and most successful master-planned urban communities. Top-rated educational institutions, an enterprising business atmosphere, sound environmental stewardship, and respect for diversity all contribute to Irvine's enviable quality of life. This family-friendly city features more than 16,000 acres of parks, sports fields and dedicated open space and is the home of the Orange County Great Park – the first great metropolitan park of the 21st century. For more information, please visit www.cityofirvine.org

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