



THE CITY OF SAN DIEGO

MEDIA ADVISORY

POLICE DEPARTMENT

- What:** San Diego Police Department Child Safety Campaign Kick-off
- When:** Wednesday, October 6, 2010 at 8:30 a.m.
- Where:** Porter Elementary North
445 South 47th Street, San Diego
Lincoln Park neighborhood
- Contact:** Officer Elias Estrada
(619) 527-3570

On September 21, 2010, the Southeastern Safety Coalition officially launched the "Child Safety Campaign" with our "Give them a Brake" billboards. This campaign is driven by a commitment to keep our youth safe, especially on our streets. The Southeastern Safety Coalition has developed a plan to better inform parents, the community and businesses on how they can take a proactive approach to ensure child safety.

October 6, 2010, is International Walk to School Day. The Southeastern Safety Coalition will be launching Phase 2 of our Child Safety Campaign at this event at Porter Elementary North prior to the first bell ring at 8:30 a.m. Phase 2 will be centered on Getting Children to School Safely, a new flyer, which will be distributed at the event.

Officers will be available to answer questions and provide safety tips. Refreshments will also be provided.

The San Diego Police Department, San Diego Unified School District Police Department and representatives from Rady Children's Hospital and Project Safeway invite you join them in protecting your families and your community.

####