



NEWS RELEASE

Ontario Brokers Urge Parents to Visit Local Police Station to Ensure Car Seat Safety

Toronto, Ontario, February 18, 2010. Today, The Insurance Brokers Association of Ontario (IBAO) is urging parents to visit their local police station to have their car seat installation inspected.

Recent statistics have shown that approximately 80% of all car seats are installed incorrectly. One of the most common mistakes is that the infant seat itself and/ or the base of the seat is not sufficiently secured.

“Traffic accidents are the number one killer for Canadian children and teens,” stated IBAO CEO Randy Carroll. “We are committed to informing Ontario citizens about all of the measures necessary in keeping their families safe.”

IBAO reminds Ontario parents of the very simple steps they can take in order to ensure that their car seat installation is a success. Reading the manufacturer’s installation instructions thoroughly is essential to proper installation. The car seat will not be effective if the directions are not properly followed.

IBAO also suggests calling or visiting your local police department, many of which offer free car seat clinics and inspections.

For more tips and information regarding child seat safety, please contact Transport Canada at <http://www.tc.gc.ca/eng/menu.htm>

Please visit www.ibao.org/blog to read the latest updates from the insurance community and visit www.Twitter.com/ibaontario for snapshots of current activity.

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The Insurance Brokers Association of Ontario (IBAO) is a ‘not for profit’ association that represents and serves the interests of over 10,800 independent Property & Casualty Insurance Brokers in the Province of Ontario.

For more information or to schedule an interview, please contact:

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