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**NEWS RELEASE**  
**Date: April 26, 2007**

**Safe Kids' Cinco de Mayo Safety Event: May 5, 2007**  
**Bike Rodeo and Car Seat Inspections at Lithia**

Saturday, May 5<sup>th</sup>, Safe Kids of Magic Valley is partnering with Lithia America's Car and Truck Store to host a free safety event at the dealership from 10 a.m. – 2 pm. (1654 Blue Lakes Blvd. N., Twin Falls.) Bike Police Officers from Twin Falls Police Department will conduct a bike rodeo to improve bike safety and inspect bikes and helmets of participants. In addition, Safe Kids staff will hold a Buckle Up Car Seat Inspection event, which is also free to the public.

The May 5<sup>th</sup> event is one of many activities scheduled in 2007 as part of the "Make it a Safe Kids Summer" program. The Fred Meyer Foundation recently awarded a \$500 grant to be used to purchase multi-sport helmets for children in the eight-county area to use these for safe biking, skateboarding, in-line skating and scootering. Statefarm Insurance has also awarded \$6500 to be used to purchase child passenger safety seats for Magic Valley children and families. Generous donations from community partners such as Fred Meyer and Statefarm help to ensure children and families in south central Idaho have the safety equipment they need to make this summer a safe and healthy summer.

For more information on Safe Kids programs in the Magic Valley, or how your business can partner with Safe Kids events, contact Page Geske, Safe Kids Director at 737-2432.

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