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ACTION NEWSLETTER

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Tuesday April 25, 2006

Donor & Supporter Notes

- Thank you to everyone who participated in our **2005 annual giving campaign**. KID raised over \$30,000 from year-end gifts. KID received \$5,000 from the **Elias Foundation**, \$1,000 from the **Romano Family Foundation**, \$10,000 from **Linda Ginzel & Boaz Keysar**, \$1,000 from **Deborah Campbell & Duane Korte**, \$1,000 from **Bob and Jill Tanz**, \$6,000 from the **Lester & Edna Shapiro Family Foundation** and \$500 from the **Donald Learner Family Foundation**.
- KID received a \$500 donation from the **Kirkland & Ellis Foundation** in support of our outreach programs and \$1,000 from **Mass Mutual Financial Group** in recognition of Linda Ginzel receiving the Raising a Ruckus Award from *Working Mother Magazine*.
- We would like to thank **Donna Dietz** and **Christie Brown & Gerald Davis** for donating their cars to Kids In Danger. That option is available on our Donate Now page at the website, along with shopping portals and other ways to contribute to Kids In Danger.
- Our outreach and advocacy programs continue to receive support from foundations and corporations. KID received a \$5,000 grant from the **Seabury Foundation** and a \$250 grant from the **Park West Community Association** for our *Safe from the Start* outreach program. **Underwriters Laboratories, Inc.** granted KID \$25,000 for our Teach Early Safety Testing Program to develop a design safety curriculum for engineering schools.
- This newsletter was made possible by the generous contributions of Peggy Groves Design, 704-770-0754 & printing by JB Graphics, Inc. 847-956-6001.

Kids In Danger (KID)

is a nonprofit organization dedicated to protecting children by improving children's product safety. KID was founded in 1998 by Linda Ginzel and Boaz Keysar, the parents of sixteen-month-old Danny Keysar who died in his Chicago childcare home when a portable crib collapsed around his neck.



KID's Mission

is to **promote** the development of safer children's products, **advocate** for children, and **educate** the public, especially parents and caregivers, about dangerous children's products.

Look inside to read more about our 2006 KID's Best Friend, Illinois Attorney General Lisa Madigan. →

Children's product recalls up, along with KID's activities

The **US Consumer Product Safety Commission (CPSC)** recently released injury data from 2004 which shows an increase in the number of injuries from juvenile products. In 2004, 64,900 children under age 5 were rushed to emergency rooms because of injuries from strollers, high chairs, cribs and other juvenile products. Kids In Danger's own research report, *Dangers at Play: Children's Product Recalls in 2005* show that recalls of children's products have reached a high for this decade. One hundred and twenty three different products, more than 2 a week, were recalled last year, accounting for almost 28 million units. Before they were recalled, these products caused a total of 505 injuries. One company, Graco, was responsible for two products that caused over half of those injuries. Another product, the Aspen 3 in 1 Crib, killed a 19 month old Oregon boy this January. See inside for more information. If you aren't already signed up for KID's monthly email alert, we urge you to do so to get recall and other product safety information. You can get almost immediate notice of recalls by signing up for the CPSC's email notification program. The link is on their homepage, www.cpsc.gov.

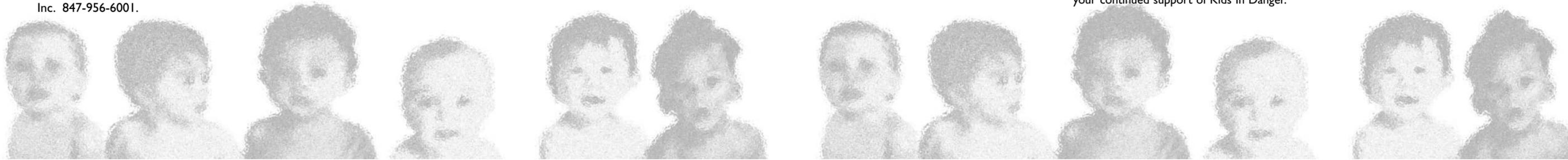
KID's outreach extended to thousands more parents and caregivers this winter as we released *Safe from the Start*, a DVD that educates parents and caregivers about children's product safety. Over 100 copies have been distributed and are being used in child care facilities, health care offices and with parent groups. See the article inside for information on how to order a copy.

KID is excited to present our annual award this year to **Illinois Attorney General Lisa Madigan**. The presentation will take place at the Best Friend Award Night at Marché Restaurant in the Randolph Street District on April 25, 2006. Read more about our honoree and the event inside.

Kids In Danger continues to work to keep children safe. We are thrilled to welcome three new board members this year. But first, we must thank two members who are leaving the board. **Linda Stone**, Director of HR and Organizational Development for Alliance Financial, LLC, has served on KID's board since 2000. Linda is the designer of our award-winning website and will continue to serve as our webmaster and designer. **Howard Haas**, Chairman of Haas Associates, has served on the board of directors since KID's founding. He has been invaluable in offering financial oversight and advice to KID during this time. He will continue to serve on the finance committee. KID offers our deep felt thanks for all these two have done to build and strengthen KID.

We are delighted to welcome back to the Board, **Lisa Turano Solano**, Vice President, Legal Operations for Turano Baking Company, who served from 2000-2002. Joining as new members are **Molly Baltman**, Executive Director of Archeworks in Chicago and **Judy Sage**, Executive Beauty Director, *Health Magazine* from New York. KID is honored to have Lisa, Molly and Judy dedicate their considerable skills and efforts to our work.

Please look inside to read more on our activities and accomplishments. We thank you for your continued support of Kids In Danger.



Dangers at Play: Children's Product Recalls in 2005

Kids In Danger's annual analysis of recalled children's products underscores the dangers facing our children. Strollers that collapse unexpectedly, folding chairs that amputate fingertips, and millions of toys tainted with lead were just some of the dangerous products recalled in 2005. Nearly 30 million items were recalled in 2005, including a record high of 7 crib recalls.

Despite mandatory standards for cribs, there are no requirements that manufacturers test for safety or certify that they meet standards, so substandard cribs continue to make it onto the market and into homes. The **Graco Aspen 3 in 1 Crib by Simplicity Inc.** led to the death of an infant just two weeks after the product's recall when faulty mattress support slats detached, entrapping and suffocating the child. There were 14 incidents and 5 injuries reported prior to this product being recalled.



Parents assume that if they purchase a new product made by a well-known company, it must be safe. Yet, as in years past, name brand products continue to top the list with multiple recalled products and numerous injuries before recalls are announced. This lack of accountability is due to voluntary industry standards that leave safety in the hands of manufacturers for whom there are no testing requirements and few consequences for creating unsafe products.

Safe from the Start DVD

In our continued efforts to raise awareness about the dangers of children's products, KID developed new materials and programs to facilitate the education of parents, caregivers, and providers. Made possible by initial funding from the Child Welfare Foundation, KID recently released the **Safe from the Start** DVD and offered this resource to childcare providers, healthcare professionals and others.



KID distributed nearly 100 copies of **Safe from the Start** to be used for parent education and childcare provider training in facilities across the country. An informative introduction to children's product safety, **Safe from the Start** can be used in workshops, trainings, and waiting rooms.

Other findings of the report:

⚠ The number of children's product recalls (123) exceeded those in 2001, the previous high this decade.



⚠ Twenty-two manufacturers recalled more than one product. This is up from just eight companies in 2004.

⚠ CPSC reported higher rates of incidents and injuries caused by children's products prior to their being recalled. **Graco's Duo, Tandem and MetroLite Strollers**, which failed to latch properly and unexpectedly collapsed while in use, resulted in 529 incidents and 264 injuries before the recall was announced.

KID released *Dangers at Play: Children's Product Recalls in 2005* in March with Illinois Representative Jan Schakowsky, who is reintroducing the Infant and Toddler Durable Product Safety Act. This bill would require the CPSC to issue mandatory safety standards for infant and toddler products as well as require testing and certification of these products by an independent third party before being sold.

"Unfortunately, a trip to the emergency room, the morgue, or the issuing of a voluntary recall after one or more children have been hurt or killed is often the only way to know if a product is unsafe. This is unacceptable. It is past due that we give parents the security they deserve and children the safety they need." --Congresswoman Schakowsky

The full report is available for download on KID's website www.KidsInDanger.org or by calling us at (312) 595-0649.

We've already received the following feedback from recipients of **Safe from the Start**:

"Thank you for your ongoing commitment to injury prevention and for the lives you've both saved and touched."
--Kathleen Keenan, Children's Memorial Hospital

"Our parents will benefit from watching this DVD."
--Dawn Grace, Early Childhood Educator

If you would like the DVD to educate parents and caregivers about dangerous children's products, please send an email to email@kidsindanger.org or call 312/595-0649. We will be making more copies and can provide them for \$5.00 each. The DVD is also part of our larger workshop package. Let us know if you would like details on ordering a workshop package.

Best Friend Award Night

On April 25, 2006, Kids In Danger will present our **2006 Best Friend Award to Illinois Attorney General Lisa Madigan** for her efforts to keep Illinois children safe from dangerous children's products. The Attorney General's office has worked to strengthen and enforce the Illinois Children's Product Safety Act, as well as protect children from hazards such as lead in jewelry and lunch boxes.

KID will present the award at our sixth annual **Best Friend Award Night** held this year at Marché Restaurant in the Randolph Street District from 6:00PM to 8:30PM on Tuesday, April 25. In addition to the award ceremony, the reception will include comments from Attorney General Madigan and others and our 2006 Best Friend Silent Auction and Raffle. **Janet Davies**, Host and Executive Producer of ABC Channel 7 Chicago's 190 North, will be the Master of Ceremonies.

While raffle and auction prizes are still being solicited, we have dinners at local restaurants, hotel stays, gift certificates and tickets to Legoland in California! Check our website for the most recent list of raffle items. Raffle tickets are \$5 each or 6 for \$25.

Event tickets are \$125 or become a Sponsor for \$1,000 (10 tickets). Join us for this annual event to honor our Best Friend, Attorney General Madigan, celebrate the work of KID and remember Danny Keysar and all victims of unsafe children's products.



We also encourage you to mark this sixth anniversary and honor Attorney General Madigan by placing an ad in our 2006 Program Book. Please use the adjacent form or call the office for information.

Visit the Best Friend Award page at www.KidsInDanger.org for tickets, information and forms to submit an ad for our 2006 Program Book. Email or call the office for more information.

Program Book Ad Form

Thank you for your support of KID's Sixth Annual Best Friend Award Night! To include your message of congratulations to this year's Best Friend Award recipient or to place an advertisement in our fundraiser program book, please do the following:

- Select your desired ad size:

Select Ad Size	Donation	Artwork Enclosed?
<input type="checkbox"/> Business Card	\$75	<input type="checkbox"/>
<input type="checkbox"/> 1/2 page (5.5" x 4.25")	\$150	<input type="checkbox"/>
<input type="checkbox"/> Full page (5.5" x 8.5")	\$300	<input type="checkbox"/>
- Attach a camera-ready copy of your text or business card or write your message below. Electronic files may be sent to Lisa@KidsInDanger.org.

- Fill in your contact information:

Name: _____

Company or Org.: _____

Address: _____

City, State & Zip code: _____

Phone: _____ Fax: _____

Email: _____

- Return this form, artwork and your payment to Kids In Danger, 116 W. Illinois Street, Suite 5E, Chicago, IL 60610 by April 12, 2006. Contact KID at 312-595-0649 if you have questions.

Thank you for your support!

