



# COUNTY OF SAN DIEGO

# NEWS RELEASE

FOR IMMEDIATE RELEASE

December 7, 2006

Contact: Carey Riccitelli (760) 740-4130

Cell (760) 207-8532

## MEDIA ADVISORY

### COUNTY PROMOTES TOY SAFETY AS PART OF TOY DRIVE

- WHO:** Dr. Amethyst Cureg, Pediatrician, HHSa Public Health Services  
Donna Hand, Assistant Deputy Director, Health and Human Services Agency  
Select families who are clients of the Kearny Mesa Family Resource Center
- WHAT:** A truckload of toys, donated through the US Marine Corps Reserves' Toys for Tots program, will be distributed to more than 100 low-income children this weekend. In preparation for this and other holiday gift-giving activities that occur in December, HHSa is promoting "Safe Toys and Gifts" month. HHSa's pediatrician, Dr. Amethyst Cureg, will provide information on choosing safe and age-appropriate gifts during the holiday season.
- WHEN:** Friday, December 8, 2006  
2:00 pm
- WHERE:** HHSa Kearny Mesa Family Resource Center  
5201 Ruffin Road, Suite K (lobby area)  
San Diego, CA 92123
- WHY:** According to the most recent national statistics (2003, from the National SAFE KIDS Campaign), approximately 155,400 children ages 14 and under were treated at hospital emergency rooms for toy-related injuries. Nearly half of these children were under 4 years of age. Families with children and gift-givers of toys can take important safety steps to prevent toy-related injuries and deaths.

**Visuals: Hundreds of toys sorted age-appropriately as well as a select number of families with children choosing their toys.**

###