



COUNTY OF SAN DIEGO

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

December 8, 2009

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TOYS SHOULD NOT HURT

Hundreds of Toys Distributed to Needy Families; Toy Safety Tips Highlighted

- WHAT:** A truckload of toys, donated through the US Marine Corps Reserves' Toys for Tots program, will be distributed to more than 135 low-income children. In preparation for this and other holiday gift-giving activities in December, the San Diego County Health and Human Services Agency is promoting "Safe Toys and Gifts" month. Deputy County Public Health Officer Dean Sidelinger, M.D., MEd., a pediatrician, will provide information on choosing safe and age-appropriate gifts during the holiday season.
- WHO:** Dean Sidelinger, M.D., MEd., Deputy County Public Health Officer
Dann Crawford, Assistant Deputy Director, Health and Human Services Agency
Families picking up donated toys
- WHEN:** Wednesday, December 9, 2009
10:30 AM
- WHERE:** HHSA North Central Family Resource Center
5055 Ruffin Road, (1st floor lunch room)
San Diego, CA 92123
- WHY:** Between 1990 and 2008, nationwide 199 children died after choking or asphyxiating on a toy or toy part; choking on small parts, small balls and balloons remains a leading cause of toy-related deaths and injuries. In 2009, 5.3 million toys and other children's products have been pulled from store shelves due to choking hazards. According to the Consumer Products Safety Commission, there were an estimated 235,300 toy-related injuries among children younger than 15 years of age treated in hospital emergency rooms in 2008. Children under five were rushed to the emergency room for toy-related injuries 82,300 times.
- VISUALS:** Hundreds of toys sorted age-appropriately, several families with children choosing their toys, posters/samples of toy hazards and recommendations.

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