



FOR IMMEDIATE RELEASE

CONTACT:

Stephanie Rodriguez
(602) 546-0824
(602) 202-2229 (pager)
srodriguez2@phoenixchildrens.com

Telemundo Arizona Hosts 4th Annual Festival Sunday
Phoenix Children's provides child car seat safety classes
Latino children (5-12) high risk for death in car crashes

PHOENIX, Ariz. (Oct. 5, 2007) – Telemundo, Arizona 39 will host the 4th Annual Festival Telemundo on Sunday, October 7 from 10 a.m. to 9 p.m. at Maryvale Park located at 4420 N. 51st Ave. (corner of 51st Ave. and Indian School Rd).

Phoenix Children's will provide an hourly child car safety classes from 10 a.m. to 4 p.m. The first 200 people who register for a class during the festival will receive a free booster seat. Car seat safety, boosters and how to use them are an important issue for the Latino Community. The CDC (Center for Disease Control), reports Latino children five to twelve are more likely to die in a traffic crash than non-Latino whites of the same age. Many of these deaths can be prevented by using a booster seat.

"Using a booster seat, compared to a seat belt alone, can lower the risk of injury by 59%," said Erin Rodda, Child Passenger Safety Program Coordinator at Phoenix Children's Hospital. "Kids between 40 and 100 pounds and less than 4 feet 9 inches tall should ride in a booster seat."

Attendees can participate in health screenings, enjoy local and regional Mexican bands, dancing, children's section, food and non-alcoholic beverages. Music groups Bronco, Beto Terrazas and Chuy Vega will perform. Appearing at the event will be Telemundo talent Penelope Menchaca from 12 Corazones and Ana Maria Polo from Caso Cerrado.

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest free-standing children's hospitals in the nation. The most comprehensive array of pediatric specialists in the State practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Children's leadership position. For

information about Phoenix Children's, visit the Hospital's award-winning website at www.phoenixchildrens.com.