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## **“Tubby Tag” Program Launch Targets Infant Bathtub Safety**

PHOENIX, Ariz. (August 14, 2007) – With excessive heat warnings filling the airwaves, Arizonans are wisely seeking relief indoors. Yet even in the safety of home, the danger of child drowning is still present. This was all too clear last Friday, when an infant drowned during bath time in his Guadalupe home.

As part of **Drowning Impact Awareness Month**, the statewide purple ribbon campaign to raise awareness of child drownings and ways to prevent them, **the “Tubby Tag” program has been updated and will re-launch this week.** The “Tubby Tag” program targets parents of infants, and provides them with bathtub safety information. Research indicates that the bathtub is the most likely location for a drowning in children under the age of one.

The program is a partnership between La-Z-Boy Furniture Galleries, Water Watchers at Phoenix Children’s Hospital, and the Phoenix Fire Department. More than 10,000 “Tubby Tags” were prepared for distribution, which are special tags reminding parents of the need for supervision at bath time. The tags will be placed in “Tubby Tag” folders, filled with safety information for parents, including supplies provided by SRP Safety Connection.

The “Tubby Tags” and folders will be distributed at all **La-Z-Boy Furniture Galleries** stores, with a special targeted launch this week at the store located at 4020 E. Thomas Road in Phoenix. Materials will also be distributed at the Neonatal Intensive Care Unit at **Phoenix Children’s Hospital**, and at car-seat inspections conducted by the **Phoenix Fire Department**.

For more information about the Tubby Tag program or about Drowning Impact Awareness Month, visit [www.phoenixchildrens.com](http://www.phoenixchildrens.com) and key “Tubby Tag” into the search engine.

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 website at [www.phoenixchildrens.com](http://www.phoenixchildrens.com).