

*Remarks for the  
"Boost America!" Press Conference  
December 6, 2001*

Thank you, Bob, and thank you for your commitment to safer highways and saved lives in Mississippi.

Today in Mississippi, 79 percent of children between the ages of 4 and 8 are not riding in booster seats.

Nationally, more than 450 children the same age are killed each year because they are either not in a seat or are in a seat that is improperly fitted.

These are statistics we can and will change.  
And, I'm proud to say, we've got some great  
help to do this.

Ford Motor Company, along with United  
Way of America, the U. S. Department of  
Transportation and 25 other safety partners  
have begun an exciting and ambitious  
partnership between the public and private  
sectors.

“Boost America!” is a comprehensive child safety campaign. Ford has donated over 500,000 seats so far, and local United Way chapters are helping distribute them to thousands of families.

Across the nation, one million booster seats will be given away.

500,000 will go to income-eligible families pre-screened by United Way, and Mississippi children will be riding in 10,000 of them.

The other 500,000 seats will be issued through vouchers given to purchasers of Ford vehicles. The vouchers will be redeemable at Toys-R-Us stores in Mississippi and around the country.

This is such a simple thing for us to do and the rewards are so tremendous. Every child in Mississippi – or anywhere – is a gift from God and deserves every opportunity to make the most of life.

Let's make sure those opportunities are there for them. Thank you.