



IMPROVING  
CHILDREN'S  
PRODUCT  
SAFETY

Dear Potential Sponsor:

I am writing to invite you to consider becoming a sponsor of the Project Safe Child Walk-A-Thon. This walk will raise awareness about the new federal standards for child product safety and raise funds for Kids in Danger, a nonprofit organization concerned with child product safety.

The 2 Mile walk will be held on **Sunday, June 26<sup>th</sup> 2011** at Cedar Creek Park in Seaford, NY. The attached flyer provides details on our plans for the event.

The goal of the walk is to raise awareness regarding the new federal regulation concerning child products. These regulations became necessary after dozens of babies died in defective cribs. Proceeds from the walk will benefit the KID organization; an organization that has been instrumental in getting these tough standards passed!

These efforts are important because millions of Americans have recalled and dangerous cribs and other products designed for child safety in their nurseries and are unaware of the dangers. Even more startling is the fact that many parents are aware that they are using a recalled product but cannot afford to replace the product.

By supporting the walk, your company will receive recognition that will show your employees and members of the community that you are committed to backing the effort to keep infants and children safe from senseless and avoidable tragedies. The walk is hosted by mothers who lost their sons in drop side cribs. The new standards ban the sale of this type of crib.

Thank you for your kind consideration of this request for your support. Use the attached form to indicate your sponsorship level. Please contact us if you would like us to answer any questions you may have about Kids in Danger and the Project Safe Child walkathon.

Sincerely,

A KID supporter