



**FOR IMMEDIATE RELEASE**  
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## **Kids In Danger Closing at End of Year**

**[Chicago, IL]** – Kids In Danger (KID), a Chicago-based nonprofit organization dedicated to protecting children by fighting for product safety, has made the difficult decision to close its doors by the end of 2024. KID was founded in 1998 by the parents of sixteen-month-old Danny Keysar who died when a portable crib collapsed around his neck in his Chicago childcare home.

Many things contributed to the decision including the difficulty of fundraising, which has always been difficult, but has become harder over the past few years. KID, along with our founders Linda Ginzler and Boaz Keysar, who championed KID's cause and work for so long, are ready to celebrate what has been accomplished. KID has done what they envisioned we could – change the product safety system and save lives. Now, at 26, KID has grown up, something Danny didn't have the chance to do.

Among KID's victories are the landmark 2008 Consumer Product Safety Improvement Act including Danny's Law requiring strong standards for cribs and other nursery products. More recently, KID worked with consumer and parent advocates for the passage of the Safe Sleep for Babies Act which banned deadly infant inclined sleep products and padded crib bumpers, Reese's Law which helps prevent button and coin cell battery ingestion, and the STURDY Act, which prevents dresser tip-overs. For over two decades, KID educated thousands of parents, caregivers, and health professionals about children's product safety through workshop presentations, educational videos, and printed materials.

KID will be working in the next month to make sure KID's mission is carried on by the consumer organizations and parent advocacy groups we've worked with over the years, including the monthly recall digest which updates parents and caregivers on recent recalls and the [KID Design Safety Toolkit](#), a free online course for children's product developers launched in 2022 to educate them about design safety to prevent injuries.

We thank everyone who has supported and worked with KID over the years.

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[Kids In Danger \(KID\)](#) is a nonprofit organization dedicated to protecting children by fighting for product safety. KID save lives by enhancing transparency and accountability through safer product development, better education and stronger advocacy for children.