



For Immediate Release

BCAA Partners with United Way to Distribute Car Seats to Local Community Groups

Nanaimo, BC – April 22, 2013 – The United Way is partnering with the British Columbia Automobile Association (BCAA) on the Association’s new *Community Child Car Seat Program*. The program provides child car seats to community groups and non-profit organizations throughout B.C.

In its effort to create safer roads in B.C., the Association is contributing \$100 thousand to the Community Child Car Seat Program purchasing as many as 1,000 child car seats each year for the next five years.

The distribution is managed by United Way of the Lower Mainland and benefits United Way locations across the province. Child car seats will be distributed to eligible non-profit agencies and community programs throughout the province to use within their existing programs or to provide to families in their communities with children under the age of nine.

“Helping vulnerable kids and families is a vital way United Way supports our community and we are grateful to be partnering with BCAA to help save lives and prevent injuries on B.C. roads,” said Signy Madden, Executive Director, UWCNVI. “I want to thank Bob Parker, BCAA Service Location Manager in Nanaimo. He is passionate about child safety through the proper use of child car seats and he and his staff have for years helped families correctly install car seats. With the new program, we hope that families in need will get access to seats and installation.”

BCAA and its employees are long-time supporters of United Way. Together, we share a rich history of changing people’s lives for the better.

Criteria for community groups to receive child car seats

Your community group must meet at least one of the following criteria to be eligible:

- work with families who do not have the resources to purchase a child car seat
- transport children age 0-9 as part of your program
- operate a child seat loaner program

For information on the Community Child Car Seat Program and a link to apply visit www.uwcnvi.ca, call 250-729-7400 or email info@uwcnvi.ca. Applications are being accepted by United Way Lower Mainland until May 14, 2013. Application forms are also available at uwlm.ca/community-child-car-seat-program. Car seats will be distributed to eligible organizations in September 2013.

[more]

United Way Central & Northern Vancouver Island

Change starts here

Central Island: 3156 Barons Road Nanaimo, BC V9T 4B5 |250 729 7400

Comox Valley : PO Box 3097 Courtenay, BC V9N 5N5 |250 338 1151

Campbell River : PO Box 135 Campbell River, BC V9W 5A7 |250 287 3213

www.uwcnvi.ca



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About United Way Central and Northern Vancouver Island

Since 1958, United Way CNVI has invested in programs and services that help people to improve their lives and that strengthen our community. Due to the generosity of donors and volunteers, UWCNVI is funding grants in 2012 to 44 charities supporting 50 programs for children, youth and seniors in Central Island, the Comox Valley and Campbell River. UWCNVI is also a partner in the Success by 6 early childhood development programs throughout the Central and Northern Island and is the Community Entity for Nanaimo's Homelessness Partnering Strategy.

About BCAA

BCAA is one of the most trusted organizations in British Columbia, serving one-in-four B.C. households. With over 800,000 Members, BCAA provides an array of award-winning home, auto and travel insurance products and services, and roadside assistance. BCAA has also received the 2012 J.D. Power and Associates award for "Highest Customer Satisfaction among Home Insurance Providers in Western Canada". Now in its 107th year, BCAA has over \$400 million in annual sales, 27 locations and over 800 employees. To learn more about the benefits of BCAA Membership, visit bcaa.com. For more information on the BCAA Road Safety Foundation visit BCAARoadSafety.com.

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Photo available. For additional information please contact:

Erin O'Reilly
313 Public Relations on behalf UWCNVI
erin@313pr.com | 250-713-0489

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