



Press Release

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FOR IMMEDIATE RELEASE

Dallas Children's Charities

Co-Sponsor's The Dallas Police Department's Click It Or Ticket

DALLAS, TEXAS (May 10, 2007)... On Thursday, May 17, 2006, at 10 AM, the Dallas Police Department will be holding a news conference at the Southeast Police Substation located at 725 N. Jim Miller. The Dallas Police Department will be announcing a crack down on seat belt violations in passenger cars and trucks, as well as the failure to use child safety seats for children. Immediately following the news conference, a "Child Safety Seat" inspection event will take place and a limited number of child safety seats will be distributed for defective, expired or recalled seats. Other services available are photo identification and fingerprinting for children as well as registration for birth records.

The following people will be attending the news conference: Dallas Police Chief David M. Kunkle; Georgia Chakiris, Regional Administrator of National Highway Traffic Safety Administration; Bill Hale, District Engineer for Texas Department of Transportation, Albino Estrella, spokesman for Daimler Chrysler. Moderating the news conference will be Lt. Manny Guevara of the Dallas Police Department's Traffic Section.

While overall seat belt usage has increased nationwide, there are those who still ride unrestrained. The number of deaths and injuries attributed to the lack of seat belt use continues to occur on our streets and highways. Over the next two weeks, from May 21 – June 3, 2007, officers will be out in full force cracking down on seat belt violators.

Immediately following the news conference, a "Child Safety Seat" inspection event will take place. Approximately 300 car seats will be available to replace expired, defective or recalled seats. Other services provided are, ID A KID, which includes a photo and fingerprints of each child for the parents to keep for their own records and applications for birth records.

Dallas Children's Charities (d.b.a. Dallas Margarita Society) will donate prizes and stuffed animals to the children who attend with their parents making this a very special day for everyone. Steve Crane, vice president of charity for the Dallas Margarita Society commented, "It's all about the kids and keeping them safe. It is a trickle down

effect – if you teach the parents, children respond and learn from them. Dallas Children’s Charities is pleased to partner, one again, with the Dallas Police Department. Keeping children safe should be everyone’s top priority – it has been for Dallas Children’s Charities for over 30 years.”

For more information regarding this news conference, please contact Senior Corporal Debra Lang of the Traffic Section at 214-670-5012.

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The Dallas Margarita Society, Inc., (d.b.a. Dallas Children's Charities) was formed in 1977 when a small group of business acquaintances decided to host a holiday party for associates and friends, and asked their guests to bring Christmas gifts for less fortunate children. The Society is a non-profit charitable organization whose goals are twofold. The first is to provide disadvantaged Dallas/Fort Worth Metroplex children with gifts at Christmas time and the second is to help those community organizations that work directly with underprivileged children throughout the year. Their Charity Ball has grown over the years and is now believed to be the largest annual invitation only charity black tie gala in the world, with over 10,000 guests, providing gifts for more than 6,800 disadvantaged children each year.

The Dallas Margarita Society achieves its goals by hosting fundraising happy hours throughout the year, an annual golf tournament in early summer and the Charity Ball early in the holiday season. At the Ball, guests are encouraged to bring toys or sponsor gifts with cash. Additionally, sponsors are solicited and through their generosity the Society provides operating support and scholarships to numerous community organizations. In 2006, The Dallas Margarita Society/Dallas Children's Charities collected over \$405,000 in toys and cash in conjunction with over \$175,000 in corporate and individual sponsorship donations. All fund-raising activities and events are donated to local DFW children's charities.

Over the past 31 years, the community impact generated by the activities and fund raising events of the DMS/DCC continues to prove every year that harnessing the charitable spirit of a few friends can be directed to reach out and truly "lift up" thousands of kids in need.

CLICK IT OR TICKET NEWS CONFERENCE

- When:** **Thursday, May 17, 2007, 10:00 am**
- Where:** Dallas Police Department
Southeast Police Substation
725 N. Jim Miller Rd.
Dallas, TX 75217
- What:** Crack down on seat belt enforcement in passenger cars and trucks. Occupant protection for children in Child Safety Seats.
- Who:** **Moderator** – Lieutenant Manny Guevara , Dallas Police Department
Dallas Police Department – Chief David M. Kunkle
NHTSA – Georgia Chakiris, Regional Administrator
TXDOT – Bill Hale – District Engineer
Daimler Chrysler – Albino Estrella
Dallas Children’s Charities
- Facts:** While the overall effort in seat belt usage has increased nation wide, there are those who still ride unrestrained. The number of deaths and injuries due to the lack of seat belt use still continues to occur on our streets and highways. Over the next two weeks officers will be out in full force cracking down on seat belt violators from May 22 – June 3, 2007