



P.O. Box 6293, Virginia Beach, VA 23456  
(757) 498-2562

I am pleased to announce the 22nd annual Drive Safe Hampton Roads Child Safety Seat Round-Up. As in the past, Drive Safe HR, along with our community partners-- AAA Tidewater, Walmart, DMV, Children's Hospital of the King's Daughters, TFC Recycling, WVEC TV-13, West Service Center, and Hoffman Beverage--are teaming up with the community to remove old, borrowed, and abused child safety seats. Beginning February 1, 2011, all Hampton Roads residents will be able to drop off worn out child safety seats at all Southside and Peninsula Walmart Supercenters, Hampton Roads area DMV customer service centers, and AAA offices on the Southside and Peninsula. Walmart will provide a \$5 reward for each safety seat, up to two seats, by giving gift cards to those who turn in their safety seats. The materials from the old safety seats will be recycled in an effort to help save the environment.

I have attached a poster providing you with information concerning this year's Round-Up. You have permission to reproduce the poster and this letter to help us to get the word out about this event. I ask that you forward this email, including the poster, to all of your personal and professional contacts so this year's program reaches as many people in the community as possible. Also, could you please place the poster on your business website, in an appropriate section, so it will be available to viewers during the month of February 2011?

Thank you for taking time out of your busy schedule to help Drive Safe Hampton Roads remove those old, worn out, and abused safety seats in an effort to prevent needless deaths and injuries the children of Hampton Roads.

Sincerely,

*Master Police Officer Jim McElligott*

Jim McElligott

Chairman, Occupant Protection Committee

DRIVE SAFE HAMPTON ROADS is a non-profit 501 (c) 3 organization whose purpose is to inform and educate the public on traffic safety issues