



# NEWS

**FOR IMMEDIATE RELEASE**  
**May 16, 2016**

**ILLINOIS TOLLWAY AND ILLINOIS STATE POLICE LAUNCH  
2016 KIDS IDENTIFICATION AND SAFETY SEAT (K.I.S.S.) PROGRAM**  
*Summer-long child safety campaign helps parents, grandparents and caregivers  
create kids' identification cards and install child safety seats*

**DOWNERS GROVE, IL** – To help locate children if they go missing and protect them when they are traveling, the Illinois Tollway and Illinois State Police District 15 are teaming up to host free Kids Identification and Safety Seat (K.I.S.S.) events throughout Northern Illinois. Eleven events are scheduled for 2016 to provide free kids' ID cards and inspect and install child safety seats, with a goal of keeping children safe and parents worry-free, every trip, every time.

"Surveys indicate that up to 90 percent of families will at some point temporarily lose a child in a public place, but kids IDs are a simple tool that can help locate lost children by providing police an accurate description," said Illinois Tollway Executive Director Greg Bedalov. "The Tollway and Illinois State Police District 15 are providing IDs for kids along with safety seat inspections to help give parents and caregivers some extra peace of mind this summer."

To make it easy and fun for parents, grandparents and children alike, K.I.S.S. events will be held at convenient locations that include children's museums, Ikea stores, water parks and Tollway oases. 2016 K.I.S.S. events kick off on Saturday, May 21, at the Tollway's Alsip (M-1) maintenance site along the Tri-State Tollway (I-294) and wrap up with the 9th Annual Family Safety Fair at Tollway headquarters in Downers Grove on National Seat Check Saturday, September 24.

In 2015, the Illinois Tollway and District 15 successfully teamed up to host 11 K.I.S.S. events throughout the region. Last year, District 15 issued nearly 400 kids ID cards and certified child passenger safety technicians checked more than 180 child safety seats.

The 2016 K.I.S.S. events offer parents and caregivers the opportunity to have ID cards created for children age 3 and older. Specially trained professionals take photographs and fingerprints of children 3 and older and gather vital information to include on two personal identification cards – one for home and one for a wallet or purse – that parents and caregivers can reference in an emergency. Neither Illinois State Police nor the Illinois Tollway keep this information in a database. Once the ID card is issued to the guardian, the information is deleted.

U.S. Department of Justice reports have estimated that some 340,500 children a year become temporarily separated from a parent or a caregiver for at least an hour. If a child goes missing, an up-to-date, good quality photo along with descriptive information is one of the most important tools law enforcement needs to help locate the child, according to the National Center for Missing and Exploited Children. It's estimated that 34 percent of American parents wouldn't be able to accurately describe their child to law enforcement, including details of exact height and weight, as well as their children's eye color.

K.I.S.S. events also have available certified child passenger safety technicians to inspect and install child safety seats and help drivers stay up-to-date with the latest safety seat information and

educational materials. Properly installed child safety seats significantly reduce the risk of injury or greater tragedy for children in the event of a crash. And yet, Illinois state police have found that approximately 90 percent of child safety seats they inspect are improperly installed.

Nationally, research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants younger than 1 year old and by 54 percent for toddlers 1 to 4 years old in passenger cars, according to the National Highway Transportation Safety Administration.

“One child fatality on Illinois roadways is one too many,” said District 15 Acting Commander Robert Meeder. “District 15 and the Tollway offer parents and caregivers a great opportunity to ensure that the appropriate child safety seats for their children’s ages, weight and height are properly installed in their vehicles.”

K.I.S.S. events also offer a convenient way for drivers to make sure they comply with Illinois law, which requires that whenever a person is transporting a child under age 8, the person is responsible for properly securing the child in an appropriate child restraint system.

### 2016 K.I.S.S. Events

The 2016 K.I.S.S. campaign launches on Saturday, May 21, with an event from 10 a.m. to 2 p.m. at the Illinois Tollway’s Alsip (M-1) maintenance site accessible off the Tri-State Tollway (I-294) via the ramps connecting to Cicero Avenue and 127<sup>th</sup> Street. Highlights include:

- Free identification cards for children ages 3 and older and child safety seat inspections and installations
- Illinois State Police District 15 demonstrate the importance of wearing seat belts with its Roll 15 rollover simulator and the Convincer crash simulator
- Touch-a-truck display featuring hands-on exploration of a Tollway H.E.L.P. truck, snowplow, Illinois State Police and Alsip Police Department vehicles
- Games and activities provided by The Children’s Museum in Oak Lawn.
- Windy City ThunderBolts baseball team and team mascot Boomer
- Complimentary refreshments and snacks provided by Jewel-Osco stores

To participate, parents, grandparents and caregivers should bring child safety seats, the children who will be using the seats and the vehicle in which the child safety seats will be installed. Information on recalls and recall detection, correct positioning, correct sizing to protect the child most effectively, plus additional safety information and resources will be offered at these events.

K.I.S.S. events are scheduled at a variety of locations along the 286-mile Illinois Tollway system throughout Northern Illinois:

Saturday, May 21	10 a.m. to 2 p.m.	Alsip (M-1) maintenance site
Friday, June 3	2 p.m. to 6 p.m.	KeyLime Cove in Gurnee
Saturday, July 2	10 a.m. to 2 p.m.	Kohl Children’s Museum in Glenview
Saturday, July 16	10 a.m. to 2 p.m.	Hinsdale Oasis
Wednesday, July 20	2 p.m. to 6 p.m.	Magic Waters Waterpark in Cherry Valley
Saturday, July 23	10 a.m. to 2 p.m.	Ikea Bolingbrook
Saturday, July 30	10 a.m. to 2 p.m.	DuPage Children’s Museum in Naperville
Saturday, August 20	10 a.m. to 2 p.m.	Lake Forest Oasis
Saturday, September 3	10 a.m. to 2 p.m.	Discovery Center Museum in Rockford
Saturday, September 10	10 a.m. to 2 p.m.	Ikea Schaumburg

Saturday, September 24 10 a.m. to 2 p.m. Family Safety Fair in Downers Grove

For more information about K.I.S.S. events, visit the Tollway's website at [www.illinoistollway.com](http://www.illinoistollway.com).

### **Missing Child Basics**

Information provided on kids ID cards can help law enforcement search and recover a missing child. That includes a description of the child's hair and eye color, height, weight, race, unique identifiers such as glasses or beauty marks, as well as date of birth, current photo and fingerprints.

The FBI suggests that parents keep their children's fingerprints, not only because fingerprints are unique but also because they don't change over time like a child's appearance. The FBI also recommends that parents update the photos of their children on ID cards at least once a year to ensure they are current.

With increased public awareness, training, laws and better technology, the recovery rate of missing children has jumped from 62 percent in 1990 to more than 97 percent today, according to the National Center for Missing and Exploited Children.

### **Child Safety Seat Basics**

Illinois law requires that whenever a person is transporting a child under age 8, the person is responsible for properly securing the child in an appropriate child restraint system. The safest place for infants, toddlers and young children to ride is in the back seat with the appropriate child safety seat for their age and weight.

Infants should ride rear-facing until 2 years of age, longer if possible, to protect their developing head muscles and bones. Toddlers and young children should ride in a child safety seat with an internal harness until they reach the maximum harness limit of the child restraint.

A booster seat is the most effective way to position a safety belt properly on a young child's growing body. Safety belts are designed for adults who are at least 4 feet 9 inches tall. Until age 8, most children have not developed strong hipbones and their legs and bodies are too short for the adult safety belt to fit correctly without use of a booster seat.

### **About the Illinois Tollway**

The Illinois Tollway is a user-fee system that receives no state or federal funds for maintenance and operations. The agency maintains and operates 286 miles of interstate tollways in 12 counties in Northern Illinois, including the Reagan Memorial Tollway (I-88), Veterans Memorial Tollway (I-355), the Jane Addams Memorial Tollway (I-90) and the Tri-State Tollway (I-94/I-294/I-80).



Illinois State Police-District 15/Illinois Tollway

PRINCESS  
BELLA

Eye: BRO	Hair: BLN
Height:	Weight: Sex:
	LBS F
DOB:	Race:
01182010	W
Special Marks:	

Date: 06/17/2014

Other Health Concerns or Considerations:

IF YOUR CHILD IS MISSING  
CONTACT LAW ENFORCEMENT  
FINGERPRINT TECHNOLOGY BY CROSS MATCH TECHNOLOGIES, INC.



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