



**FOR IMMEDIATE RELEASE**

July 11, 2016

**ILLINOIS TOLLWAY AND ILLINOIS STATE POLICE HOST  
JULY SAFETY EVENTS IN HINSDALE AND CHERRY VALLEY**

*Events offer free kids' ID cards and safety seat inspections*

**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 hosting free Kids Identification and Safety Seat (K.I.S.S.) events July 16 in Hinsdale and July 20 in Cherry Valley 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.”

A free K.I.S.S. event will be held on Saturday, July 16, from 10 a.m. to 2 p.m. at the Hinsdale Oasis on the Tri-State Tollway (I-294) at milepost 25. Safety seat inspections will take place in the parking lot on the northbound side of the oasis and kids' ID card processing will take place inside the oasis pavilion accessible from parking lots on both sides. In addition, kids also can climb aboard a Highway Emergency Lane Patrol (H.E.L.P.) truck and a 26-ton Illinois Tollway snowplow at the Tollway's touch-a-truck exhibit.

The Hinsdale Oasis offers a spacious food court with panoramic windows and kid-friendly spaces including an indoor playpark. MB Real Estate Services Inc., which manages the Tollway oases, will offer goodie bags for children at the event, including coupons that can be used for purchases at restaurants and retail shops in the oasis pavilion.

Another K.I.S.S. event will be held on Wednesday, July 20, from 2 p.m. to 6 p.m. at the Rockford Park District's Magic Waters Waterpark located off the Jane Addams Memorial Tollway (I-90) at 7820 Cherryvale North Boulevard in Cherry Valley. Child safety seat inspections will take place in the circular drive by the southeast entrance to the waterpark and kids' ID card processing will take place outside the group sales office nearby. A Tollway H.E.L.P. truck and snowplow will also be there for kids to climb on.

K.I.S.S. event participants will receive a coupon good for a free child admission with a paid adult admission that can be used at Magic Waters any day during their 2016 season. On July 20, Magic Waters' Wet Wednesdays will include extended evening hours for guests to enjoy the waterpark until 8 p.m. with a \$10 weekday admission fee after 3 p.m.

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 keeps 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 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 informational 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 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.

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. 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 MB Real Estate Services Inc.**

Founded in 1982, MB Real Estate is a full-service real estate organization that provides multifaceted expertise in Asset/Facilities Management; Leasing Services; Project/Construction Management; Tenant Representation; and Investment Services. Headquartered in Chicago, with regional offices in New York City, Atlanta and Denver, MB Real Estate provides these services to corporations, institutions, professional organizations, private investors, and non-profit agencies. For more information, please visit [www.mbres.com](http://www.mbres.com).

### **About Magic Waters Waterpark**

The Rockford Park District operates this family-friendly waterpark with high standards for safety, cleanliness, and customer service. Magic Waters offers season passes, group packages, birthday parties, company outings and special events throughout the season. For more information, please visit [www.magicwaterswaterpark.com](http://www.magicwaterswaterpark.com).

### **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 292 miles of roadways 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), the Tri-State Tollway (I-94/I-294/I-80) and the Illinois Route 390 Tollway.

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**Illinois State Police-District 15/Illinois Tollway**

**PRINCESS  
BELLA**

Eye: BRO	Hair: BLN
Height:	Weight: Sex:
LBS	F
DOB: 01182010	Race: 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.*