

Protecting Our *Children*

Clues That Help Keep Children Safer

(NAPS)—More than seven million people watch her hit television series for children each week. Chances are good that most of these people will follow "Blue" to her clues to an innovative new Web site designed to educate parents and children about automobile safety.

ClueIntoSafety.com, the official Web site of the "Clue Into Safety" national child safety campaign, was created by Ford and Nickelodeon, and uses characters from Nick Jr.'s hit television show, "Blue's Clues," to educate kids on automobile safety.

"Teaming up with Nickelodeon and 'Blue' enables us to reach children, the single most important audience for improving long-term safety behavior," said Lisa Owens, Ford Division marketing communications coordinator.

In the United States, an estimated 334,811 children ages 0-15 were killed or injured in motor vehicle crashes, according to the NHTSA 2000 Annual Assessment of Motor Vehicle Crashes. As part of this national safety campaign, "Blue" educates children about the importance of wearing a safety belt while riding in a vehicle and being properly restrained in the back seat. Children also learn about safe behavior inside and outside of vehicles, while parents receive information on the proper use of car and booster seats.

When visiting ClueIntoSafety.com, children can participate in thought-provoking adventures



"Blue" clues children in on vehicle safety as part of a national safety campaign.

with "Safety Blue," "Safety Steve," and the new "Buckle Family." The site's interactive games focus on automobile safety and help build awareness as well as analytical skills.

Visitors can register for a free welcome kit, which includes a special edition "Blue's Clues" wristband, stickers and a letter from "Blue" and her friends.

As part of a three-year alliance between Ford and Nickelodeon, "Blue" is the official "spokes-puppy" for the Ford Windstar national advertising campaign and is featured in the vehicle's product messages and safety guides.

The Windstar boasts more than 40 standard safety features and earns the government's highest safety rating when equipped with side airbags. Windstar is the only vehicle to achieve this rating five years in a row.