

RESOLUTION NUMBER R- 297103

ADOPTED ON SEP 24 2002

WHEREAS, on August 23, 2002, the City of San Diego, San Diego Fire & Life Safety Services and San Diego Medical Services Enterprise, joined with 4 R Kids Sake to kick off the "Purple Ribbon Campaign" in the City of San Diego; and

WHEREAS, summer is a time for families to gather to enjoy recreational time together, it is also a time for parents and caregivers to run errands in hot weather, sometimes forgetting their most important cargo, their child in the back seat; and

WHEREAS, summer is also a time for children to be outdoors playing and riding bicycles on sidewalks and driveways, it is also a time for extreme caution when backing-up vehicles to prevent accidentally hitting an unseen child; and

WHEREAS, San Diego Fire & Life Safety Services and San Diego Medical Services Enterprise are dedicated to protecting our children from preventable injuries in and around cars, through awareness, education, legislation and prevention; and

WHEREAS, it takes an entire community to keep our children safe from preventable injuries in and around cars; parents and caregivers, fire and law enforcement, schools, hospitals, health care workers, child care providers, libraries, community-based organizations, businesses, everyone that influences our children's safety, must come together to protect our children; and

WHEREAS, the "Purple Ribbon Campaign" is intended to educate and raise public awareness of the dangers of leaving a child unattended in or around a car through the wearing of purple lapel ribbons, purple ribbons tied on trees, neighborhood mailboxes and vehicle antennas,

the distribution and posting of flyers and posters; PSA billboards and safety presentations to reach our goal of reducing and ultimately eliminating children being left unattended in and around cars and the serious injuries and sometimes death that result; NOW, THEREFORE,

BE IT RESOLVED by the Council of the City of San Diego, that this Council, for and on behalf of the citizens of San Diego, commends the Purple Ribbon Campaign for its efforts to create a safe environment for the children of San Diego, and hereby proclaims August 23 through September 23, 2002 as “**Purple Ribbon Month**” in the City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett  
Stuart H. Swett  
Senior Deputy City Deputy

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