



## *City of Riverside* **Proclamation**

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WHEREAS, Summer is characterized as a time for families to gather to enjoy recreation, a time for parents and caregivers to run errands with their children, and a time for children to be outdoors playing and riding bicycles on sidewalks, roads and driveways; and

WHEREAS, all of these activities give rise to danger – from forgetting small children in the backseat of hot cars to moving vehicle accidents; and

WHEREAS, 4 R Kids Sake is an organization dedicated to protecting our children from preventable injuries sustained in and around cars, through promoting awareness, education, legislation and prevention measures; and

WHEREAS, it takes more than a single organization to keep our children safe from these dangers, it takes an entire community made up of parents, caregivers, law enforcement groups, schools, hospitals, health care workers, libraries, community-based organizations and businesses working together; and

WHEREAS, 4 R Kids Sake has organized Purple Ribbon Month to educate the public and raise awareness of the dangers of leaving a child unattended and unsupervised in and around vehicles; and

WHEREAS, Purple Ribbon Month is recognized in a number of ways: by wearing purple lapel ribbons, by tying purple ribbons around trees and mailboxes, by distributing fliers and posters and by the presentation of safety assemblies at schools.

NOW, THEREFORE, I, Ronald O. Loveridge, Mayor of the City of Riverside, do hereby proclaim the month of August, 2004 as

### **PURPLE RIBBON MONTH**

in the City of Riverside and do hereby encourage all residents, businesses and organizations to support the Purple Ribbon campaign to end the childhood injuries and deaths associated with vehicles by wearing and displaying purple ribbons during the month of August and by closely supervising children and remembering the slogan, “Never Leave a Child Unattended in or Around a Car.”

Ronald O. Loveridge, Mayor  
City of Riverside, California

July 30, 2004

