

PHOTO RELEASE

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FOR IMMEDIATE RELEASE:

Capital Area United Way Awards Grant to The Safety Place

Baton Rouge, La. (June 25, 2021) – Capital Area United Way awarded The Safety Place (formerly Lexlee’s Kids) with a \$25,000 grant to assist with their Buckle Boogie program. This funding is part of the ALICE Grant Funding Opportunity that awarded \$409,000 to 21 nonprofits in the Capital area.

The Buckle Boogie program offers highly trained and experienced child passenger safety professionals who educate the community about the importance of the proper use of car seats, safe seating positions, safe seat belt use for other vehicle occupants and safety in and around vehicles. Program education is delivered through: virtual and in-person professional training, public presentation/workshops, school-based programming, community car seat safety check events, private car seat inspection, online social media, educational exhibit and more. Car seat distribution assistance is designed to be one-time per child in many cases. Distributed car seats are selected based on pricing, use longevity, and ability to pass car seats down to younger children once outgrown by older children. Focus is to provide ALICE households with car seats to save and improve the lives of children by empowering caregivers and youth through awareness of injury risks and prevention.



ALICE Grants seek to address the barriers experienced by the Asset Limited, Income Constrained, Employed (ALICE) population, specifically the following head of household types: seniors over 65; veterans; families/individuals with children aged 0-5; ALICE households due to COVID-related unemployment.

****Photo Attached***

The Safety Place Photo 1: Kristi Kron, Community Impact Manager, Capital Area United Way; Crystal Pichon, Chief Executive Officer, The Safety Place; Edy Addison, Director of Impact and Initiatives, Capital Area United Way

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Capital Area United Way

For more than 96 years, Capital Area United Way has touched thousands of lives in our 10-parish area. We envision a community where everyone is empowered to reach their full potential. Our mission is to solve our community’s toughest challenges by leveraging partnerships to advance the common good in education, income stability, and healthy living. To learn more visit www.cauw.org.