



CICH honours DaimlerChrysler Canada for Saving Lives

OTTAWA, ONTARIO – November 4, 2004 - In recognition of DaimlerChrysler Canada's *Fit for a Kid*[™] national outreach program, the Canadian Institute of Child Health (CICH) is pleased to announce DaimlerChrysler Canada Inc. as the recipient of its 2004 Corporate Award. The annual CICH Corporate Award is given in recognition of sustained and broadly based programs supporting the health and well-being of Canadian children and their families.

“DaimlerChrysler Canada's *Fit for a Kid*[™] program provides free inspection of child safety seats (and booster seats) which makes an enormous contribution to the safety of children traveling in automobiles,” said the Canadian Institute of Child's Health (CICH) Chairman, the Hon. Judith Erola. “Considering an astounding eight out of ten children are being incorrectly restrained in their child safety seats, I applaud this initiative to educate parents and caregivers on proper fitting and installation, regardless of make or model of vehicle.”

DaimlerChrysler Canada's *Fit for a Kid*[™] program highlights:

- Launched nationally on June 5th, 2003, the program is now available in nine out of ten provinces.
- More than 900 inspections have been conducted to date.
- Over 5,000 Fit for a Kid educational tip sheets and child friendly activity books have been distributed to hospitals, public health units and consumer groups across the country.

“We are proud of this program for the fact that it helps potentially save the lives of children across the country,” says Mark Norman, President and CEO, DaimlerChrysler Canada Inc. “We are honoured to accept this award and applaud the efforts of CICH in being the voice for children to ensure their health and well-being.”

DaimlerChrysler Canada's *Fit for a Kid*[™] is Canada's only national child safety seat inspection service. The nationwide service is free and offered by appointment at select Five Star Chrysler, Dodge and Jeep[®] retailers. *Fit for a Kid*[™] is open to all families, no matter what make or model of vehicle they drive.

Fit for a Kid[™] is offered with the cooperation of St. John Ambulance, the Canadian Coalition for Child Passenger Safety and the Government of Canada. St. John Ambulance conducted the technician training and certification for *Fit for a Kid*[™].

CICH's Corporate Award will be presented to John Mann, Director of Engineering and Regulatory Affairs for DaimlerChrysler Canada at the Crayons & Cravats National Child Day Gala, held November 10th, 2004 in Ottawa, Ontario.

For more information on the award or to attend the Gala, please contact:

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