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FOR IMMEDIATE RELEASE

Dan's Foods Partners with Primary Children's Medical Center to Keep Kids Safe

"Never Leave Your Child Alone in a Car" Demonstration to Occur at Local Dan's Store

Salt Lake City, UT (June 30, 2011) Dan's Foods and Primary Children's Medical Center are kicking off what could be a life-saving child safety campaign July 5, at 1 p.m., at the Dan's store on 3981 South, Wasatch Boulevard in Salt Lake City. The demonstration provides a compelling illustration of the dangers of leaving children unattended in vehicles.

The "*Never Leave Your Child Alone*" campaign emphasizes simple steps to prevent injury and death from hyperthermia and other safety dangers in and around vehicles. Between 1998 and 2011, 511 children in the United States died as a result of being left alone in a car.

"These deaths are preventable," says Janet Brooks, child advocacy manager at Primary Children's Medical Center. "We want to remind parents about the dangers of leaving a child alone in a car, even for just a few minutes."

Nationally, 17 children have already died of heat stroke in vehicles – close to the record-setting pace of 2010 when 49 infants and children died.

"We want to do all we can to keep our children safe," said Dave Wirthlin, president of Dan's Foods. "We are anxious to help get the word out and appreciate the opportunity we have to make a meaningful difference in our communities."

The *Never Leave Your Child Alone* campaign emphasizes basic prevention steps that can prevent a tragedy:

- Never leave your child unattended in a vehicle
- Make a habit of checking your vehicle before leaving it
- Keep a stuffed animal or other reminder next to you in the car as a cue that your child is with you
- If you see a child left alone in a car, contact the police or call 911

For more information, interview or photo opportunities, please contact Steve Reich at 801-978-8550.

Associated Food Stores began a corporately owned group of stores under the "Associated Retail Stores" name in 1999. Associated Retail Stores was launched after the company purchased the Macey's and Lin's grocery organizations. Over the years, several other stores were added to this list of quality supermarkets. Currently, there are 22 ARS corporate stores operating under four different banners and formats: Macey's, Dan's, Lin's and Dick's Markets. These stores still demonstrate the community-centered commitment and attitude that was the key to success of their founders. Harnessing the united buying power with an extraordinary commitment to quality, these stores offer a perfect combination of low prices and quality products. Learn more about the Associated Retail Stores by visiting their websites: www.maceys.com, www.dansfoods.com, www.linsmarketplace.com, www.dicksmarket.com

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