

BEYOND BOOSTER SEATS



**DISCOVER THE ABSOLUTE ESSENTIALS
WHEN IT COMES TO CHILDREN AND CAR SAFETY**



Protecting Your Most Precious Cargo



Don't be fooled by people looking to pull at your heartstrings.

I'm not going to lie and tell you that vehicle fatalities are a leading cause of death, despite what you see daily in big city traffic on the streets of Houston, New York City, Chicago, or Los Angeles.

In 2015, 35,092 are estimated to have died in motor vehicle accidents, according to the US Department of Transportation. You can read the report here: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812318>

The CDC reports that about ten times that many people die every year of cancer.

So, the odds of your kid dying in a car may not be super high, unless they are one of the 35,000 fatalities that will happen this year, but looking in their eyes is enough to know that statistics don't matter to a parent.

What matters is protecting their child, regardless of the odds. Despite the stats, the most dangerous place for most of us in our daily lives is getting in a vehicle, and safety in the car should be a top priority.

I worked in the oilfield for 10 years, arguably one of the most dangerous industries in the world today, and do you know where most of our fatalities came from?

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Willing to take a guess? It wasn't cancer, it wasn't being crushed by a 50,000 pound topdrive. It was motor vehicle accidents.

A statistic that our bosses reminded us about constantly.

Driving is dangerous, but I'm going to show you how to lessen the risk and ensure that should the worst happen, your child has the best chance of walking away from the crash.

I'm going to show you how to set an example that they can pass on when they grow up and give you grandkids.

You are the example. Set the precedent, and do it now. It works. When I was a kid, I received a knock on the head every time

I forgot to buckle up, and I still wear my seatbelt every day as an adult, and I insist that anyone who rides with me wears theirs.

I'm not here to exaggerate statistics. I care about your kids, and I want to help you to keep them safe.

This isn't the usual get a booster seat and forget about it dialogue.

I will discuss seating options, but I'll go further to help you develop a safety mindset, and keep the little ones safe in the car.