



PRESS RELEASE FOR RELEASE: IMMEDIATELY

Contact: 203-515-1058 or visit www.clickitforcassie.com

**Local Fairfield County Foundation, Click It for Cassie Announces
New Educational DVD Program for High Schools & Drivers Education Classes
Across the Country on Seat Belt Safety Awareness for Teens**

June 25, 2013, Norwalk, CT: Fairfield County's Click It for Cassie Foundation announces its new project to create educational DVDs and distribute them at high schools and drivers education classes throughout the country to raise teens' awareness of the importance of using seat belts when driving. The foundation's valuable mission is best known as being promoted through the popular seat-belt designed "Click It for Cassie" bumper stickers which are distributed free of charge at schools, businesses, events and by mail. These bumper stickers can be seen on thousands of cars throughout Southwestern Connecticut, and have spread across the country.



The announcement of the Educational DVD program was made at the Click It for Cassie Softball Tournament that took place at Calf Pasture Beach in Norwalk on June 15th. Now in its fifth year, the tournament had its best attendance so far, and raised money from sales of t-shirts, beach bags, baked goods and food from the "Pickles Food Truck," as well as through individual donations. The cost of the event was offset this year by donations from three corporate sponsors, POKO Partners, Fairfield County Bank and Abercrombie, Burns, McKiernan & Co. Twelve softball teams from around Fairfield County compete for prizes. The softball tournament is the Foundation's only fundraising event of the year, and the money raised is used to spread the 'Click It for Cassie' message about seat belt safety to young people.

The Geary family started the foundation in 2008 to bring attention to the life-saving importance of wearing seat belts.

Anne and Tom are Norwalk residents and owners of the Geary Gallery, Accent Picture Framing & Accent Restoration in Darien. They lost their 17-year-old daughter, Cassie, when she lost control of her car in bad weather and was killed due to blunt trauma injuries. The police told her parents that if she had been wearing her seat belt, she would have survived.

The Educational DVD will be professionally videotaped with the Geary's message for a teenage audience, appropriate for those just learning or new to driving. As founder Tom Geary stated, "I am being asked more and more frequently to come to high schools and driver's education classes in our area to speak on this topic. However, this DVD will allow us to get our message out to high schools all over the country, whether the teen watches it in a class room, an auditorium or on their own. If we can help just one person walk away from an otherwise deadly accident, it makes us feel that Cassie is working with us and did not die in vain." Statistics show that motor vehicle crashes are the leading cause of death for people between the ages of 15 and 34. The Cassie message did just that in 2009 when four of Cassie's classmates and "Click It for Cassie" volunteers walked away from an accident in which their SUV rolled over. There were no serious injuries, as all were wearing their seat belts.



To help support the Click It for Cassie Foundation, the public is encouraged to make donations through the website, www.clickitforcassie.com. T-shirts, lanyards, magnets and other items are for sale, and proceeds go to the foundation. Free Click It for Cassie bumper stickers are also available on the site. For more information about Click It for Cassie, please contact Tom Geary at 203-515-1058.

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Tom Geary is available for interviews on the subject of driving safety and the importance of seat belts. For more information or to schedule a media interview, contact Tom Geary at 203-515-1058 or email tom.geary@gearygallery.com.

Additional pictures of the 2013 Click It for Cassie Softball Tournament can be found here: <https://picasaweb.google.com/107225441616885211141/ClickItForCassie2013>