

TV show, Childsafe partnership to fight child accidents

Childsafe, one of the countries' largest advocacy group for child accident prevention, is partnering with SABC1's YOTV in the fight against unintentional child injuries. The initiative has been managed by the PR division of Celebrity Services Africa, which has also handled the change to the Childsafe brand of the Child Accident Prevention Foundation of South Africa. YOTV, which reportedly reaches 4.3 million young South Africans viewers a day, has been focusing on Child Safety Month during August 2008 and will continue to highlight awareness into the remainder of the year.

For more, visit: <https://www.bizcommunity.com>