Your Name

Street Address

City, ST ZIP Code

Date

Recipient Name

Title

Company Name

Street Address

City, ST ZIP Code

Dear Recipient Name:

I am writing today to ask that you take a closer look at the safety of the shopping carts in your store. As a customer, I depend on your store’s carts to help keep my children safe when I shop. The last time I stopped in, however, I could not find many carts, if any at all, that had working safety belts.

Shopping cart safety is not an issue to take lightly. Every year, more than 20,000 children are injured seriously enough to be treated in an emergency department—that’s about 3 children every hour. It’s not a question of supervision either; I can’t look for what I need at your store if I’m actively watching my child every moment we’re there.

Please help the families that shop at your store by installing new, working safety belts on your carts. Better yet, make available carts that have the child seating position low to the ground (some look like miniature cars attached to the front of the cart); these are the safest design. Not only would this help protect children who come in to your store, but it also shows parents like me that you value our business and care about the challenges we face in keeping our children safe.

Sincerely,

Your Name