



U.S. CONSUMER PRODUCT SAFETY COMMISSION  
4330 EAST WEST HIGHWAY  
BETHESDA, MD 20814

Dear Public Service Director:

In a new video from the U.S. Consumer Product Safety Commission's (CPSC) Anchor It! campaign, three moms share their story of tragedy and why they are working so hard to bring much-needed attention to the hidden danger of TV and furniture tip-over incidents.

Sadly, one child dies every two weeks when a TV or dresser falls onto him or her.

However, preventing these tragic incidents is easy, inexpensive and only takes 5 minutes.

The [Anchor It! campaign](#) is the nation's largest public education effort aimed at stopping child deaths and injuries from furniture and TV tip-overs. Anchor It! is educating parents with young children about simple, low-cost steps to secure TVs and furniture.

We must act now to prevent the next death or life-altering injury. Since CPSC research shows that the most effective messengers are parents of victims, we believe it would benefit your viewers to see and hear the stories of these moms who lost their children to tip-overs. Airing this video can make a difference—a positive difference--in your local community.

We ask that you add the enclosed video to your broadcast rotation to help keep families safe from a hidden home hazard.

Thank you for your support.

Sincerely,

Marietta S. Robinson  
Joseph Mohorovic  
Commissioners, U.S. Consumer Product Safety Commission