



**FOR IMMEDIATE RELEASE:**

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***Associa Supports Kids Releases Children's Books  
Plus Top 10 Holiday Safety Tips In and Around the Home***

**DALLAS, Texas - November 14, 2011** – Just in time for the holidays, [Associa Supports Kids \(ASK\)](#) releases a series of children's books – *Scout Goes to a Sleepover*, *Scout Stays Active and Strong* and *Scout Goes to the Beach* – to educate parents and kids about safety and fitness.

“Associa Supports Kids is a popular program in our communities, and an important program to us. The Scout books are a great way to communicate the importance of safety and fitness in a way that children find fun and entertaining,” said Carol Piering, vice president of corporate communications for Associa.

The books follow ASK's lovable mascot [Scout](#) to show kids how to be safe while enjoying everyday fun activities.

- **Scout Goes to a Sleepover** reminds kids about safety in and around the home, even when spending the night with a best friend.
- **Scout Stays Active and Strong** shows kids how fun and easy it is to be safe, healthy and strong while doing their favorite activities like soccer or karate.
- And **Scout Goes to the Beach** focuses on water safety and the essentials of summer fun.

“I read these books to my own children,” Piering said, “They are the ideal introduction to safety and fitness for young children and promote reading, which is always a plus!”

All three are 12-page hardcover illustrated children's books. For more information about ASK or the Scout books call 800.808.4882 or email [associasupportskids@associaonline.com](mailto:associasupportskids@associaonline.com).

ASK was created by Associa, the largest community management services firm in North America, to enhance the neighborhood community experience year-round. Associa is passionate about the communities it serves. This holiday season, ASK reminds families that while the holidays bring joy and celebration for children and adults, it is also a time to be aware of safety in and around the home.

(more)

**Whether decorating a tree, buying toys or preparing for visits from friends and families, safety concerns can be around every decorated corner. To make sure you and your family have a festive and safe holiday season, follow these Top 10 Holiday Safety Tips:**

1. Make sure artificial trees are labeled "Fire Resistant."
2. Never use lighted candles on a tree or near other evergreens. Always use non-flammable holders, and place candles where they will not be knocked over.
3. Turn off all lights on trees and other decorations when you go to bed or leave the house. Lights could short and start a fire.
4. Take special care to avoid decorations that are sharp or breakable, especially in homes with small children. Keep trimmings with small removable parts out of the reach of children to prevent them from swallowing or inhaling small pieces. Avoid trimmings that resemble candy or food that may tempt a young child to eat them.
5. Remove all wrapping papers, bags, paper, ribbons and bows from tree and fireplace areas after gifts are opened. These items can pose suffocation and choking hazards to a small child or can cause a fire if near flame.
6. Follow all age guidelines on toys and do not deviate.
7. Keep a list of the important phone numbers you or a baby-sitter are likely to need in case of an emergency. Include the police and fire department, your pediatrician and the national Poison Help Line, 1-800-222-1222. Laminating the list will prevent it from being torn or damaged by accidental spills.
8. Traveling, visiting family members, getting presents, shopping, etc., can all increase your child's stress levels. Trying to stick to your child's usual routines, including sleep schedules and timing of naps, can help you and your child enjoy the holidays and reduce stress.
9. Use care with "fire salts," which produce colored flames when thrown on wood fires. They contain heavy metals that can cause intense gastrointestinal irritation and vomiting if eaten. Keep them away from children.
10. Do not burn gift wrap paper in the fireplace. A flash fire may result as wrappings ignite suddenly and burn intensely.

*SOURCE: American Academy of Pediatrics and U.S. Consumer Products Safety Commission*

#### **ABOUT ASSOCIA SUPPORTS KIDS:**

Associa Supports Kids is a value-added program for Associa community residents, designed to enhance the neighborhood community experience year-round. The program focuses on educating parents and kids about safety and fitness. Associa is passionate about the communities it serves. Through the ASK program, the company shares that passion by educating parents and their children about safety in and around the home. At neighborhood events, Scout, the ASK mascot, hands out Safety Tip coloring books, plush Scout toys, rub-on tattoos, and Scout's own books, like *Scout Goes to the Beach*, *Scout Goes to a Sleepover*, and *Scout Stays Active and Strong* to each child in attendance. Parents receive an ASK safety brochure and a ChildPrint identification kit. In addition, ASK is focused on keeping kids strong and healthy by promoting physical activity through sports sponsorships. For more information on both the Safety and Sports Sponsorships programs, visit [www.associasupportskids.org](http://www.associasupportskids.org).

#### **ABOUT ASSOCIA:**

Building successful communities for more than 30 years, Associa is North America's largest community association management firm and serves its clients with local knowledge, national resources and comprehensive expertise. Based in Dallas, Associa and its 8,000 employees operate more than 140 branch offices in the United States, Mexico and Canada. To learn more about Associa and its charitable

organization, Associa Cares, go to [www.associaonline.com](http://www.associaonline.com) and [www.associacares.com](http://www.associacares.com). Find us on [Facebook](#), follow us on [Twitter](#) and watch us on [YouTube](#).