



**FOR IMMEDIATE RELEASE:**

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## **Keeping Our Little Halloween Ghouls and Goblins Safe**

*Associa Supports Kids Shares Top Safety Tips for Halloween Trick-or-Treating*

**DALLAS, Texas – October 17, 2011** -- [Associa Supports Kids \(ASK\)](#) wants to keep our little ghouls and goblins safe and strong this Halloween with a list of safety tips from the American Academy of Pediatrics.

ASK was created by Associa, the leading community management services firm in North America, to enhance the neighborhood community experience year-round. Associa is passionate about the communities it serves. Through the ASK safety program, the company shares that passion by educating parents and their children about safety in and around the home and on the streets of its neighborhoods where children play, ride their bikes and walk to and from school.

Before Cinderella, Batman, or the gallant knight don their costumes, consider the safety of each costume.

- Make sure that shoes fit well and that costumes are short enough to prevent tripping, entanglement or contact with flame.
- Consider non-toxic makeup and decorative hats as safer alternatives to masks, which may limit or block eyesight.
- If a sword, cane, or stick is a part of your child's costume, make sure it is not sharp or too long. A child may be easily hurt by these accessories if he stumbles or trips.
- Obtain flashlights with fresh batteries for all children and their guardians.
- Teach children how to call 9-1-1 (or their local emergency number) if they have an emergency or become lost.

The days are getting shorter, and by Halloween night, there is a good chance many young Trick-or-Treaters will be going door-to-door in the dark. Because pedestrian injuries are the most common injuries to children on Halloween, remind Trick-or-Treaters:

- A parent or responsible adult should always accompany young children on their neighborhood rounds.
- Only go to homes with a porch light on and never enter a home or car for a treat.
- Stay in a group and always communicate where the next stop will be.
- Carry a cell phone for quick communication.

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- Remain on well-lit streets and always use the sidewalk.
- If no sidewalk is available, walk at the far edge of the roadway facing traffic.
- Never cut across yards or use alleys.
- Only cross the street as a group in established crosswalks (as recognized by local custom). Never cross between parked cars or out driveways.
- Don't assume the right of way. Motorists may have trouble seeing Trick-or-Treaters. Just because one car stops, doesn't mean others will.
- Law enforcement authorities should be notified immediately of any suspicious or unlawful activity.

By keeping Halloween safe, kids will have a fun night full of happy memories with their family, friends and community.

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

Associa Supports Kids is a value-added program for Associa community residents, designed to enhance the neighborhood community experience. The program focuses on educating parents and kids about safety and fitness. 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](#), 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 leading 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](#).

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