

THE

Rainbow Brite™

PLAY-IT-SAFE

COLORING BOOK



**Prepared by
Hallmark and Mattel in cooperation with
Police and Fire Departments' Child Safety Experts**



**National
Safety
Council**

Dear Parent or Guardian:

One of the major concerns of the National Safety Council is the continual safety of the nation's children. This Rainbow Brite Play-It-Safe coloring book produced by Hallmark Cards and Mattel serves greatly to instill a solid sense of accident-prevention in young children. We applaud this excellent public service contribution by these two fine companies.

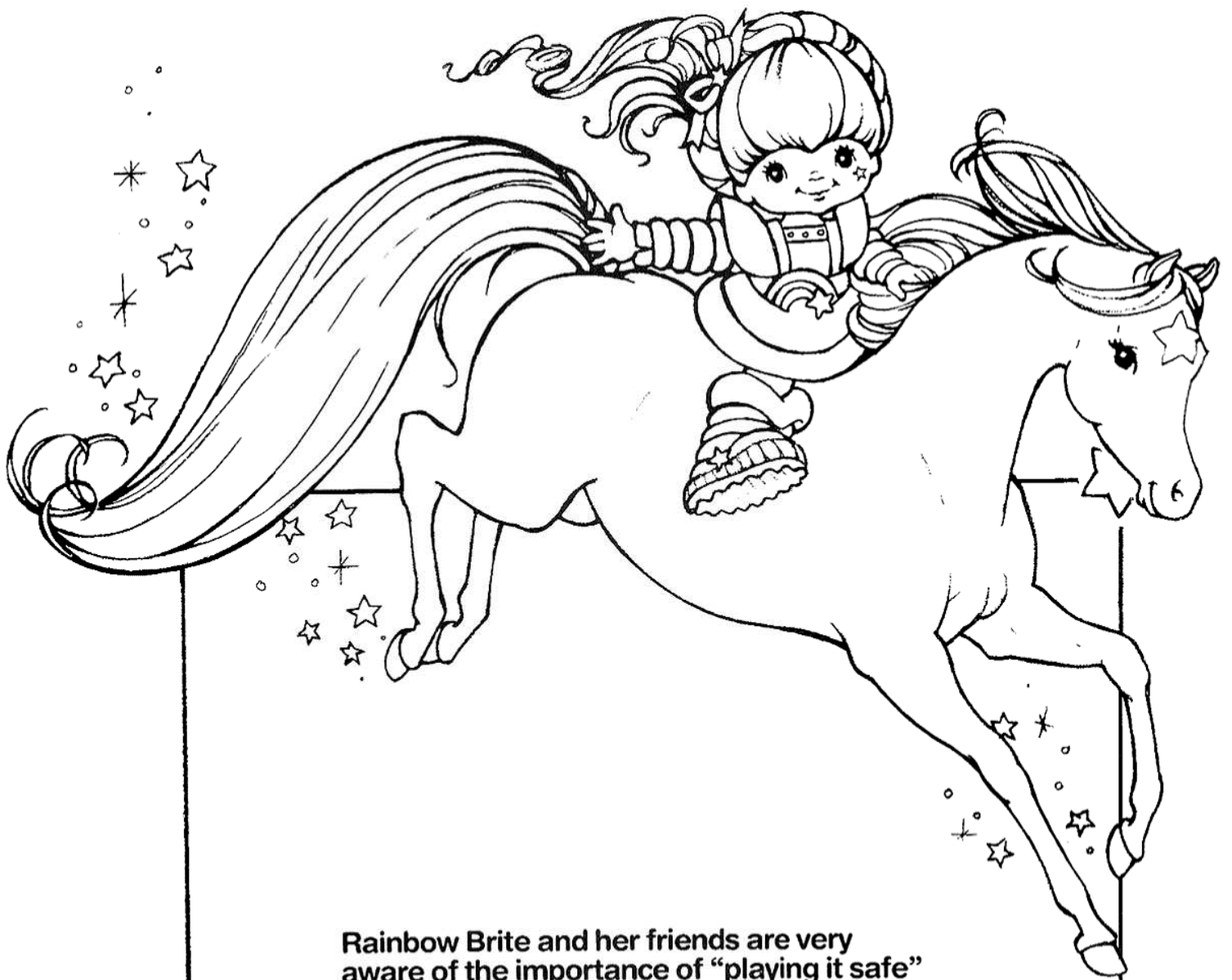
Your help is important in making this coloring book effective. Read the safety messages aloud to your child to help create an early awareness that unsafe objects and activities can be harmful. Remember that children learn by example. They learn safety habits each time they cross at the crosswalk, buckle their seat belt and keep safety in mind at the playground. We hope you will share this book as a family so everyone will benefit.

If you would like more information on how to keep your child safe in the years ahead, please let us help you. Send a stamped, self-addressed envelope to Community Safety Programs, National Safety Council, 444 North Michigan Avenue, Chicago, Illinois 60611. The mission of the National Safety Council is to prevent accidents and we join Hallmark Cards and Mattel in this most worthwhile effort to reduce injuries to small children.

Sincerely,

A handwritten signature in black ink that reads "Thomas J. Decker".

Thomas J. Decker
Vice President,
Corporate Relations



Rainbow Brite and her friends are very aware of the importance of “playing it safe” at playtime . . .and anytime!

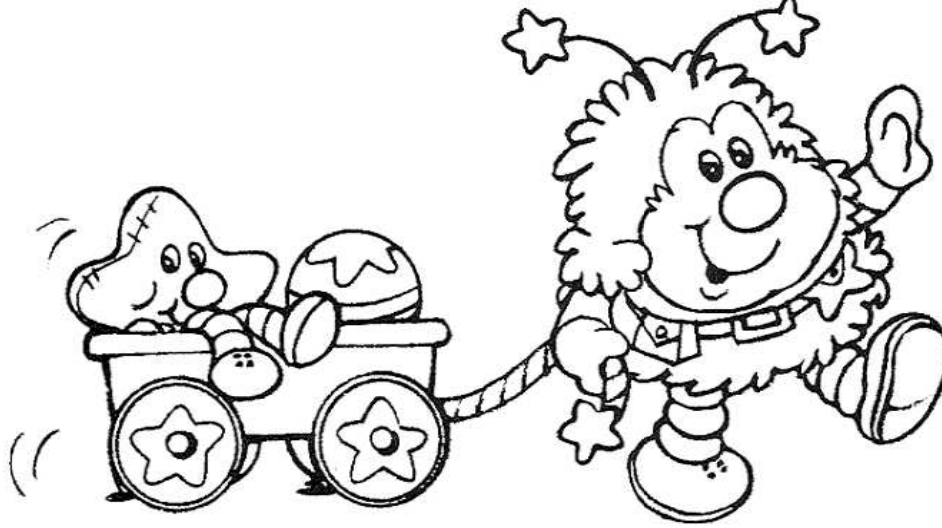
They have traveled all over our land, visiting with your friendly neighborhood police and fire departments to learn all about safety.

And now they want to share what they’ve learned with YOU, because they not only want to keep our world colorful—they want to keep it safe!



**Here are some things
to know and to do
before you go out to play.
If you follow these tips
you'll be playing it safe
and you'll have lots of fun every day!**

- 1. Always let your parent or guardian know where you are going.**
- 2. Know your street address.**
- 3. Know your telephone number.**



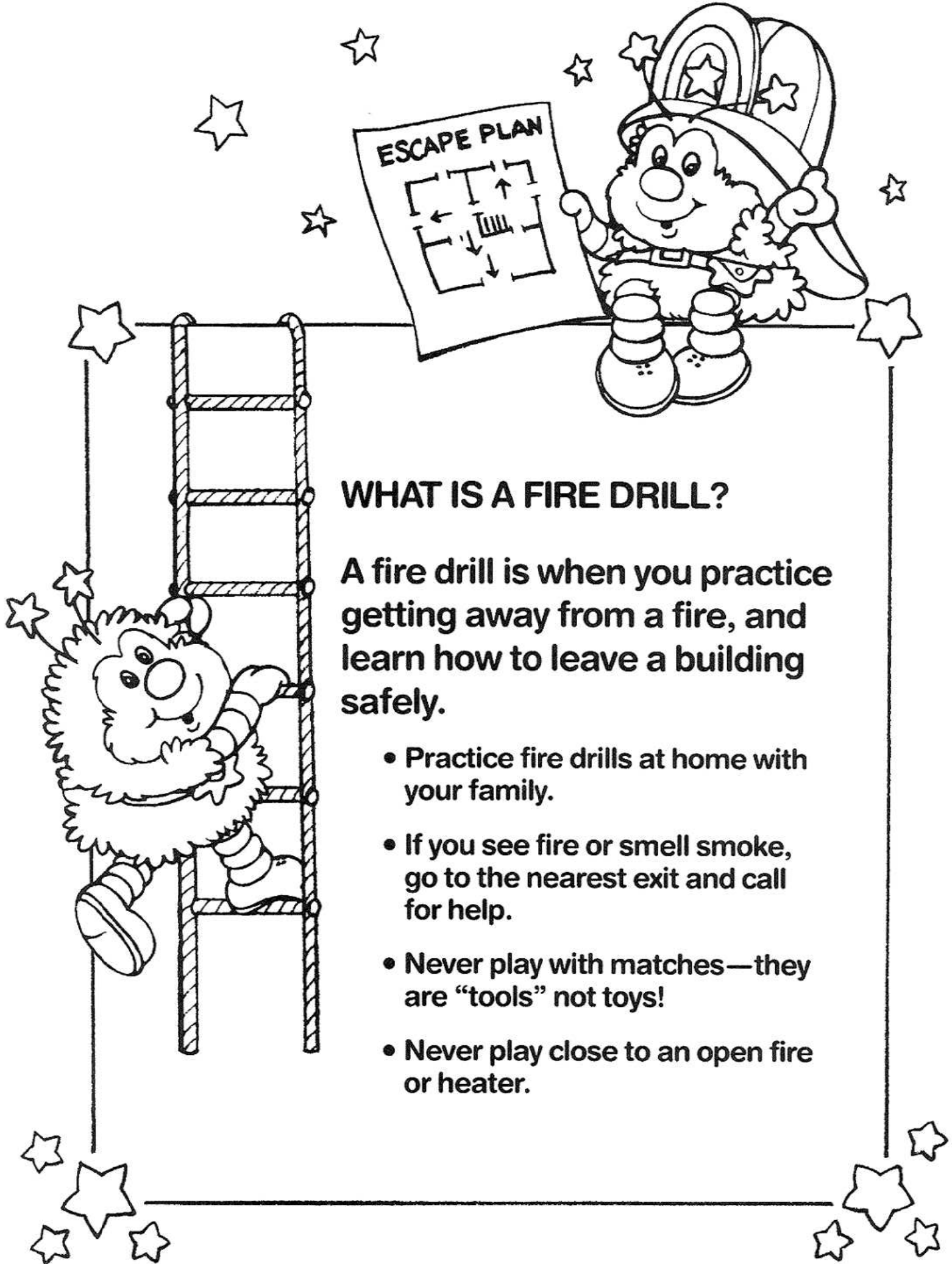
DO YOU KNOW WHICH PLAYTHINGS ARE SAFE AND WHICH ARE NOT?

**The only safe playthings are those things
your parent or guardian allows you to
play with.**

- **Be careful with your toys—never take them apart or throw them around.**
- **Always use blunt-tipped scissors when cutting anything.**
- **Never put strange objects or liquids in your mouth.**
- **Never play near stoves, electric wires or outlets.**
- **Never play or hide in old trunks, cabinets or refrigerators.**



THE BEST TOYS ARE SAFE TOYS.



WHAT IS A FIRE DRILL?

A fire drill is when you practice getting away from a fire, and learn how to leave a building safely.

- Practice fire drills at home with your family.
- If you see fire or smell smoke, go to the nearest exit and call for help.
- Never play with matches—they are “tools” not toys!
- Never play close to an open fire or heater.



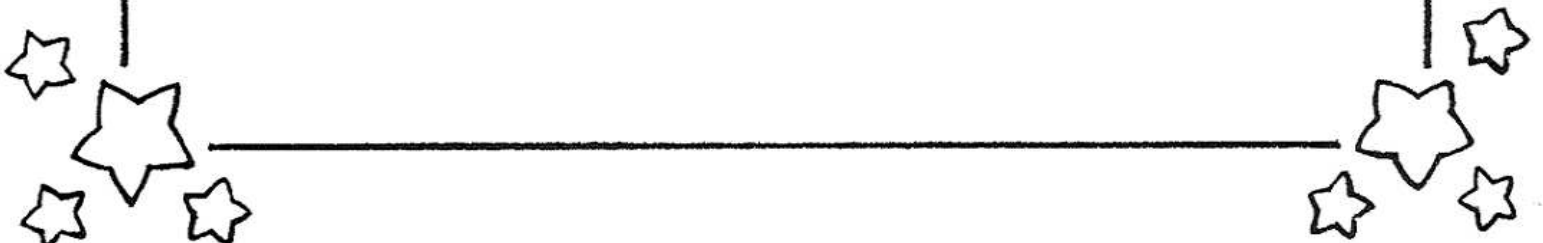
IT'S SMART TO PRACTICE FIRE DRILLS.



DO YOU KNOW WHERE IT'S SAFE TO PLAY WHEN YOU GO OUTSIDE?

**A playground is a safe place to play,
but an empty lot or building is not.**

- Always obey the rules of the playground.
- Never run on wet or slick surfaces.
- Never throw rocks or sand.
- Look around before you swing a bat or throw a ball, make sure no one is in your way.
- If you see someone who's hurt or in trouble, go for help right away.





PLAY IT SAFE IN PLAYGROUNDS!



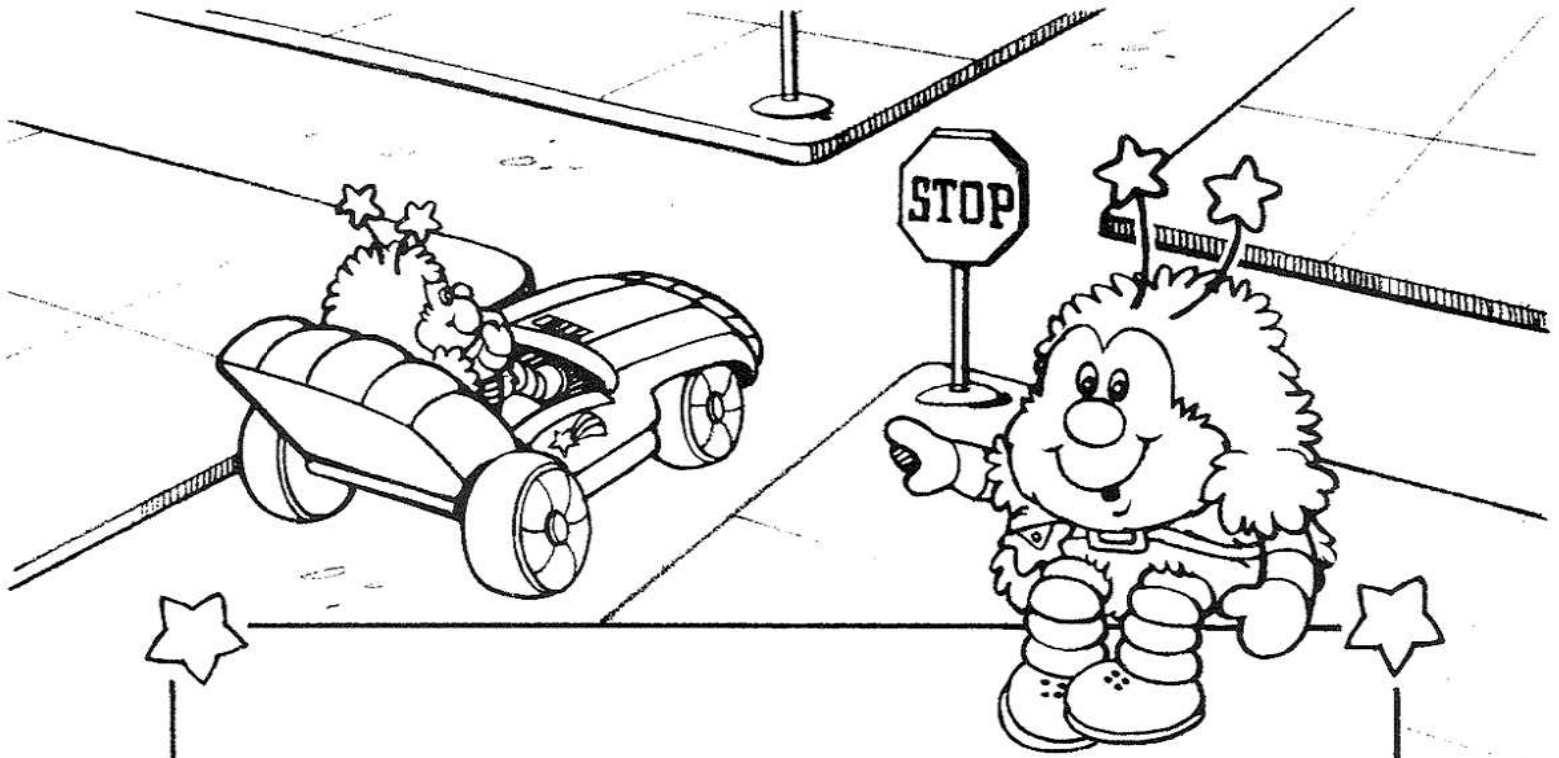
DO YOU KNOW WHY WE “BUCKLE UP FOR SAFETY?”

**That’s the safest way to ride
in a car.**

- **Learn how to buckle and unbuckle your seat belt.**
- **Always ride with your seat belt fastened.**
- **Never ride between seats where a seat belt cannot reach you.**
- **Always sit back comfortably in the seat with the seat belt snugly around you.**



DON'T FORGET TO FASTEN YOUR SEAT BELT!



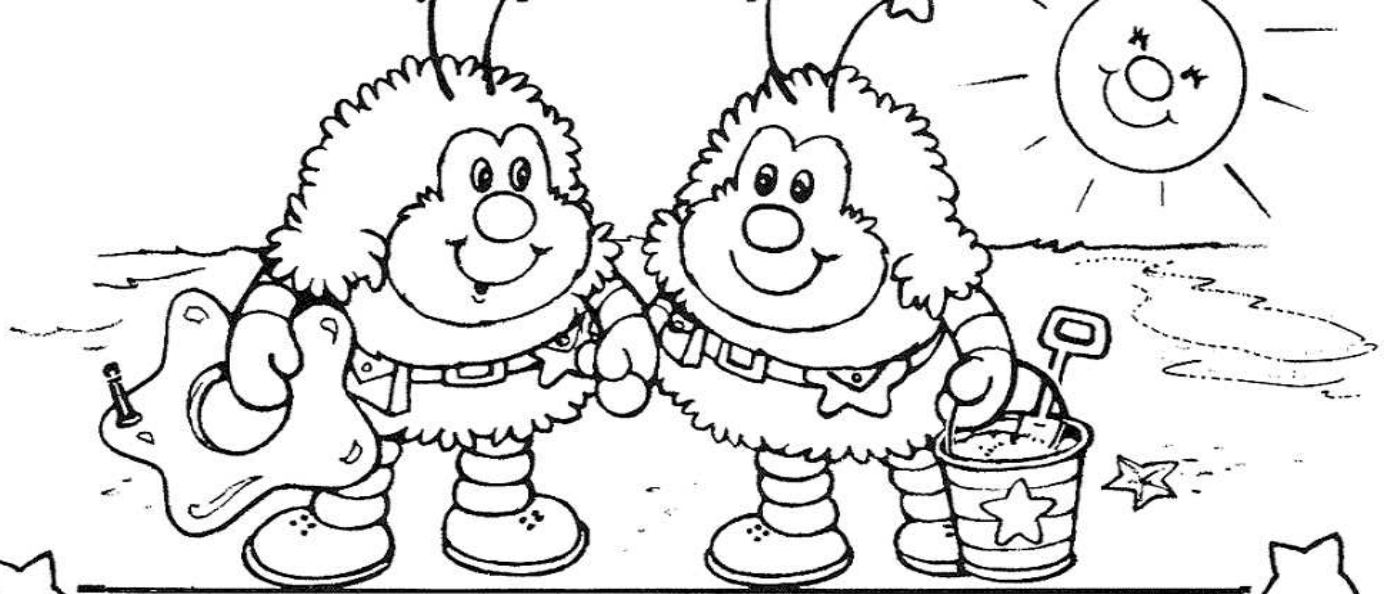
HOW DO YOU CROSS A STREET SAFELY?

Obey traffic signals and signs, school patrols and police officers.

- **Cross streets only at intersections, and in crosswalks. (An intersection is a corner where two streets come together.)**
- **Look both ways and listen to make sure there is no traffic before you cross the street.**
- **Always walk across the street. If you cross safely, there is no need to run.**
- **Never run out, or cross the street, from between parked cars.**



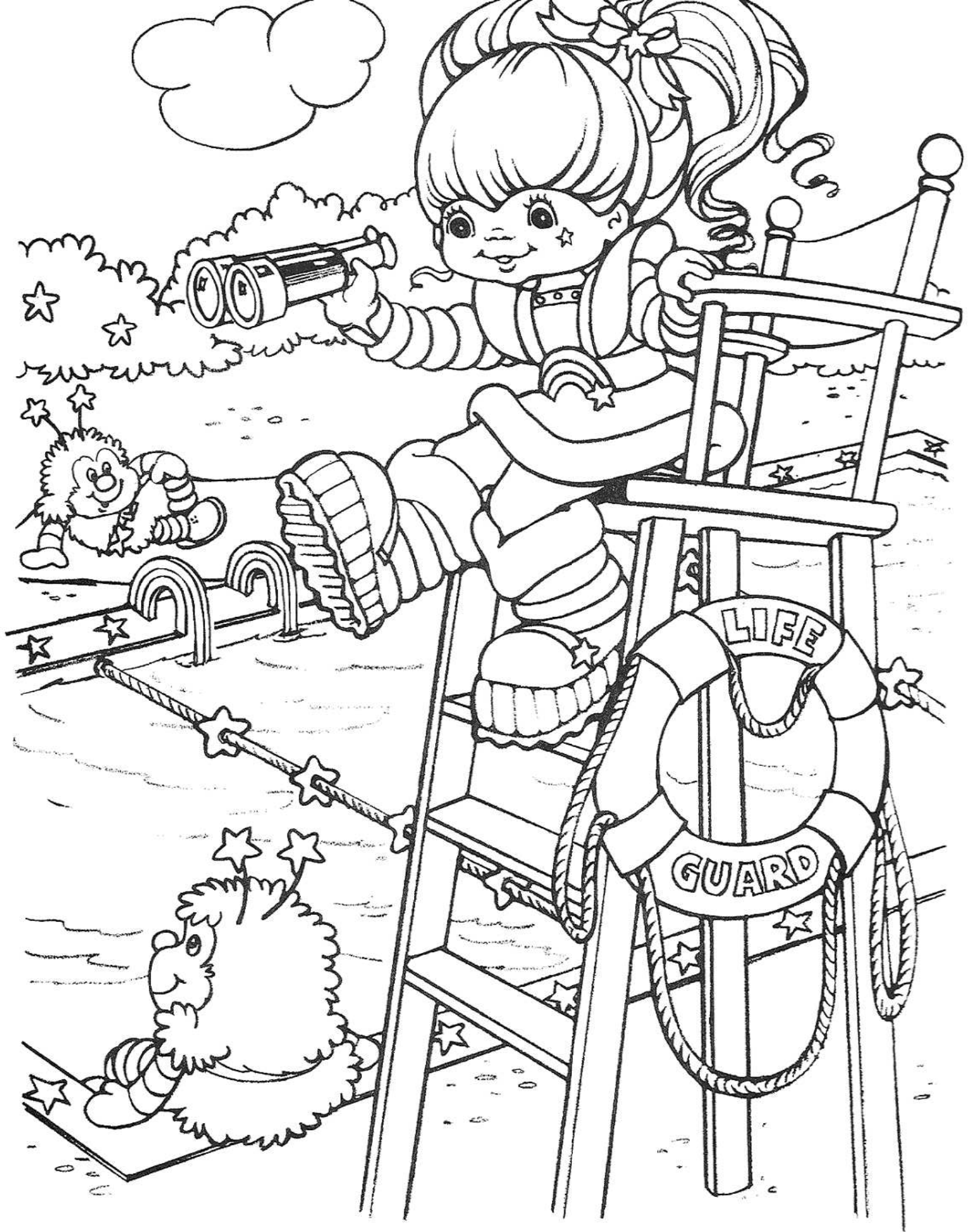
**BE EXTRA CAREFUL
WHEN CROSSING THE STREET!**



WHY SHOULD YOU NEVER PLAY NEAR THE WATER ALONE?

You should always be with someone who can help you in case of emergency.

- Never play in deep water where you can't touch bottom when you stand up.
- Always swim a safe distance away from diving boards, rafts, or any place where people jump into the water.
- Never go into the water when you're tired, or just after eating.
- Never push anyone into the water.
- Never depend on inner-tubes, air mattresses, or blow-up toys to keep you afloat.



**BE A GOOD SPORT
WITH WATER SPORTS!**





**Remember this message
from Rainbow Land—
HAPPINESS AND SAFETY
GO HAND IN HAND!**



CUT HERE



	<p>NAME _____ ☆</p> <p>ADDRESS _____ ☆</p> <p>TELEPHONE _____ ☆</p>	<p>POLICE _____ ☆</p> <p>FIRE _____ ☆</p> <p>DOCTOR _____ ☆</p> <p>NEIGHBOR _____ ☆</p> <p>OTHER _____ ☆</p>	
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CUT OR FOLD ON DOTTED LINE

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THE
Rainbow Brite™
SAFE PLAYTIME AWARD

THIS CERTIFIES THAT

HAS LEARNED THE RULES
OF SAFE PLAY

AND IS HEREBY PRESENTED THIS AWARD

