**Example article for marketing materials – curtain and blind cord campaign**

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**Make your curtain and blind cords safe**

[Insert name] encourages you to make your curtain and blind cords safe by requesting a free safety kit from Consumer Affairs Victoria.

Tragically, at least 15 Australian children have died in strangling incidents related to blind and curtain cords since the early 1990s.

Children - particularly infants - can become entangled in looped curtain and blind cords. This includes cords they can reach from furniture, beds or cots.

Although safety standards now apply to new curtain or blind cords, you should check all cords in your home to make sure they are safe.

Request a free and easy-to-install safety kit from Consumer Affairs Victoria at **consumer.vic.gov.au/curtainandblindcordsafety**