



Elevator Escalator Safety Foundation

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FOR IMMEDIATE RELEASE

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SAFE-T RIDER KICKS OFF THE 2007-08 SCHOOL YEAR!

The Elevator Escalator Safety Foundation's *Safe-T Rider* program started the 2007-08 school year with a major milestone in sight. To date, 4,807,330 children have been educated by the *Safe-T Rider* program on the proper and safe way to ride elevators, escalators and moving walks since the program's inception in 1991. The EESF will break the 5 million mark this year.

The target goal for number of children reached has been raised from 450,000 to 500,000 for this school year. To date, 108,190 children in the United States and 1,343 children in Canada have received the program for a total of 109,533 children.

New approaches have been taken in order to reach more children with safety information. Several EESF members have allowed the Foundation to use their name to appeal to the schools in their area. Volunteers such as Mike Shaw, Lerch Bates & Associates (California), Quent Bates, Lerch Bates & Associates (Colorado), Lee Rigby, Vertical Assessment Associates (Florida), Tom Sybert, C. J. Anderson (Illinois), Eric Tragash, Van Deusen & Associates Elevator Consulting (Massachusetts), Kevin Moylan, New York City Transit (New York), and David Lacosse, Washington Metropolitan Area Transit Authority (Washington DC) are helping the EESF localize the *Safe-T Rider* program.

This year, the EESF put together an assertive program campaign aimed at the top school districts with the heaviest population. Results are being seen, as 29 new areas registered for the program. These new areas include 4,332 children reached so far this year.

The EESF is excited to achieve the 5 million mark this year. Each day, letters are being sent, contacts are being made and volunteers are being recruited in an effort to

reach this goal. The entire program description can be seen on EESF's web site at <http://www.eesf.org/education/index.html>. "Reaching an extra 50,000 students this school year will require the industry's participation," said Program Director, Laurie Dueitt. "We are actively searching for volunteers to help us reach our goal."

If you would like to help educate children in your area using the Safe-T Rider program, contact Laurie Dueitt at (800) 949-6442 or Laurie@EESF.org.

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