



EESF NEWS

An update from the Elevator Escalator Safety Foundation

APRIL 2019

NAESA Provides Generous Support to EESF



"In the Public Interest"

The National Association of Elevator Safety Authorities (NAESA) pledged a \$5,000 donation to EESF at NAESA's February Board of Directors meeting. "We are very grateful to NAESA—one of EESF's founders—for their continued support," said EESF Chair, Mark Mullins. "As EESF charts its new course, we value our NAESA partnership and am grateful that they are with us as we begin a new era of educating the riding public."

Safe-T-Riders Reach More Than A Million Children



EESF's Safe-T-Rider campaign has run its 60 second online video and reached more than 1.5 million children ages 4-11 and garnered 630,000 total views to date. The twelve month campaign features a fun animated video presenting our Safe-T-Rider heroes that teach children elevator and escalator safety. The video runs on children's YouTube channels and websites in over 98 markets across the U.S. and Canada with the highest percentage of views found in major cities including New York, Los Angeles, Chicago, Houston, Toronto, Dallas, and Atlanta.

Don't Let The Ship Pass You By—Chicago Boat Cruise Is June 26th



Get on Board! Register for EESF's Chicago Boat Cruise, June 26th. Cruise check-in begins at 6:00 p.m. at Navy Pier and will sail Lake Michigan. While sailing, attendees will enjoy the fireworks show off Navy Pier. Tickets are \$150 per person. Sponsorship opportunities are also available. For more information and to register, visit the EESF website [here](#).

EESF would like to thank the event organizers, Ed Chmielewski, Tom Sybert, Cornelius Walls & Glenn Duncan.

Reaching Out To Schools and Clubs



School and club outreach is essential to promoting EESF's Safe-T-Rider program to young children. EESF staff will be exhibiting at the following conventions designed to reach over 13,000 teachers and administrators:

- National Catholic Education Association, April 23-25, Chicago
- National Boys and Girls Club of America, May 1-3, Houston
- National Alliance for Public Charter Schools, June 30-July Las Vegas

"Pop Joe" Golf Outing: Sponsorship and Journal Ads Still Available



The Annual "Pop Joe" Golf Outing—this year honoring Teresa Witham—is off to a tremendous start. Afternoon tee times are sold out, but a few tee times exist for the morning. Sponsorships are still available and you can still purchase an ad for the Journal. If interested, please contact Joel Frohlinger by email at jfrohlinger@mcontrols.com or by phone at (917) 541-6161.

Donor Survey Still Active. Please help by completing the 10-minute survey [here](#).



The EESF is 100% funded by your generous donations. To donate to elevator, escalator safety, [click here](#).
(All donations are tax deductible.)