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***The Elevator Escalator Safety Foundation Re-Launches Safe T Riders Education Program***  
*Super Hero Characters to Educate Children about Elevator and Escalator Safety*

**MOBILE, AL** - The Elevator Escalator Safety Foundation (EESF) has relaunched the former *Safe T Rider* education program with the introduction of the *Safe T Riders*. The goal of the program is to provide elevator and escalator safety education to school-aged children in North America. Last October, EESF unveiled the new program characters, Safe T Boy and Safe T Girl, and this August, the new website was introduced to the riding public.

"I'm excited about the launch of the new *Safe T Riders* program. The EESF is at the point where we can strategically target our safety messages online, as well as continue to mail the printed program to schools who are still interested in receiving it that way. The continued work on updating the other safety programs and the creation of the new *Safety Ambassadors* workplace training program is also exciting," stated Tom Sybert, EESF Chairman.

EESF is a non-profit 501(c)(3) organization that was created by the elevator/escalator industry to develop and disseminate safety materials to the public in order to eliminate preventable accidents on the industry's equipment. The *Safe T Rider* program was created in 1993 to educate children how to ride elevators and escalators safely. Annually, the program educates more than 500,000 children in the United States and Canada. The program is also licensed in Australia and India, and is affiliated with safety-minded programs in Argentina and the United Kingdom.

Additional programs include *Rise Up Safe Rider*, focused on safety education for university students; *A Safe Ride* providing safety education for adults and seniors; and the *HomeSafe* program, providing education to those with elevators in their homes.

All *Safe T Riders* program materials are available online at [www.safetyriders.org](http://www.safetyriders.org). Printed materials may be requested through the Foundation office by contacting [laurie@eesf.org](mailto:laurie@eesf.org). For more information about EESF or any of its programs, visit [www.eesf.org](http://www.eesf.org).

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The mission of the Elevator Escalator Safety Foundation is to educate the public on the safe and proper use of elevators, escalators and moving walks.