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FOR IMMEDIATE RELEASE

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EESF Attends 2009 National Education Association Annual Meeting

July 27, 2009 – For the eighth consecutive year, the Elevator Escalator Safety Foundation (EESF) found success while promoting the Safe-T Rider program at the National Education Association (NEA) Annual Meeting. Program Director Laurie Dueitt and Public Relations Director Ashley Rains attended the 147th NEA Annual Meeting and Exposition that was held July 1 - 6, 2009 in San Diego, CA. During the three days of exhibition, educators from around the United States requested materials for 60,772 students. This represented 10.13% of the 600,000 goal for the 2008/09 school year.



“Be A Star” was the theme for this year’s NEA booth.



Many NEA participants stopped to hear about the Safe-T Rider program.

Several educators commented that they look for the Foundation booth each year in order to register their school. Candace Foster, a physical education teacher in Louisville, KY said she signs up her classes at the EESF booth every year. Janet Robertson of Suisun City, CA also signs up each year at the Convention. “We watch this a couple of times a year” said Robertson. “This program is so important.” Barb Grabow said she has been using the Safe-T Rider program in her first grade class in Monroe, WI for five or six years. “The kids absolutely love it,” she said.

Other teachers were first time participants and were excited about finding a free elevator and escalator safety program to integrate into their safety education lesson plan. Karen Maitland, first noticed EESF's booth because she "witnessed an escalator accident at age six and has not stopped spreading the message of safety since then." She said she was not aware of the Safe-T Rider program so she signed up for her school in Bedford, NH.

The NEA Annual Meeting is beneficial to EESF each year. EESF staffers have the opportunity for one-on-one contact with the 15,000 NEA delegates who represent over 3.2 million NEA members in the United States. Each year hundreds of educators register thousands of students for the Safe-T Rider program. Since 2002, EESF has registered 234,470 children for the program through the NEA Exposition.

In addition to participating in the Expo, EESF was invited to present the Safe-T Rider program to children attending Camp NEA. CAMP NEA is an on-site children's program tailored for the children of NEA delegates. Rains presented to approximately 100 children ranging in ages from 5 to 10. The children enjoyed the program and many sang along with video.



Kids at Camp NEA answer questions during a Safe-T Rider presentation.

EESF will once again attend the 2010 NEA Annual Meeting in New Orleans, Louisiana from July 1- 6, 2010.

For more information about the Safe-T Rider program, contact EESF at (800) 949-6442, info@EESF.org or visit the Foundation's web site, www.EESF.org.

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