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FOR IMMEDIATE RELEASE

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**Safe-T Rider Program Exhibited at
 National School Board Association Annual Meeting held in San Diego**

April 27, 2009 - The Elevator Escalator Safety Foundation's *Safe-T Rider* program was featured at the National School Board Association (NSBA)'s 69th Annual Conference held in San Diego from April 4 – 6, 2009. This was the second time EESF exhibited at NSBA's Annual Conference.

Safe-T Rider is a safety program for children which focuses on using elevators, escalators and moving walks properly in order to avoid injury. This program is available at no charge and is aimed specifically at elementary-aged children, one of the most at-risk groups for injury. The program components include a DVD, poster, activity books, stickers, certificates and a test for each child, as well as a teachers' guide. There is also an online interactive version of the *Safe-T Rider* program available at www.SafeTRider.org.

Through this exhibit, the Foundation met school board officials from around the United States and Canada. After discussing the *Safe-T Rider* program with attendees at the conference, EESF was able to sign up over 24,000 children. Many school board members requested information to take back to their Board for review. Those who requested information will receive a *Safe-T Rider* packet, which includes all the components of the program.



EESF staff at NSBA booth

According to the National School Board Association, over 2,000 school districts were represented at the 2008 Annual Conference with 73% of those attendees being actual

school board members. The other 27% of attendees were mostly made up of superintendents, administrative staff and board staff members. The total number of expected attendees for the 2009 Annual Conference was 6,000. The Foundation was also featured on the NSBA's special conference web site.

There were many positive and note-worthy comments made by the school board officials as they visited EESF's booth. Many school district representatives, upon learning about the *Safe-T Rider* program, commented that this type of safety education was really needed in their communities.

Pam Padilla, Superintendent of the Canutillo Independent School District in Texas, said she marked the EESF booth in her NSBA information book as a program in which she was interested for her school system. Several school board members also expressed excitement when they learned the program was free. Mark Sperling, Assistant Superintendent of Merrillville schools in Indiana said he knew his district would be interested because of the amount of students they could educate for no cost to the school system.

The goal of EESF is to send the Safe-T Rider program to 600,000 students during the 2008/09 school year. Attending these types of conventions allows EESF to achieve a portion of their goal and at the same time make school board officials aware of the need for safety education on elevators, escalators and moving walks.

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 through informational programs. *Safe-T Rider*, a free program distributed by the Foundation, is a safety program which educates children towards the mission of EESF.

Should you have any questions regarding the *Safe-T Rider* program or other EESF programs, please contact EESF at (800) 949-6442 or info@EESF.org.

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