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FOR IMMEDIATE RELEASE

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**EESF Sets Record with Safe-T Rider Numbers in 2009/2010 School Year**

**July 30, 2010** – The Elevator Escalator Safety Foundation (EESF) ended the 2009/2010 school year by sending Safe-T Rider program materials to a total of 607,617 children. The total includes 569,673 children who are students in the United States, 36,404 children are students in Canada and 1,540 who were educated through the Safe-T Rider interactive web site. Since the Safe-T Rider program began, this is the largest number of children who have received materials in a single school year.



The increase in the Safe-T Rider goal is a direct result of the support received from the industry, enabling EESF to purchase more materials. Many supporters increased their donations and new membership has grown, enabling EESF to aspire to reach more of the public.

The EESF board initiated innovative ideas to reach more children during the school year. As a result of EESF’s Strategic Plan, the staff attended the National Afterschool Association, National Boys and Girls Clubs of America, National PTA and Southeastern Home School Association conferences for the first time. All conferences brought positive results.

Volunteerism was heavily promoted during this school year and the response from the industry was immense. Companies and organizations such as Alberta Elevating Devices and Amusement Rides Safety Association (AEDARSA), the Elevator Conference of New York, KONE, Inc., the New York City Department of Buildings and Elevator Group of Southern California (EIGSC), to name a few, held events where many children in their respective areas were educated by company volunteers using the Safe-T Rider program.

KONE, Inc. has created a program within their company that encourages all branches to educate children in their local schools throughout the U. S. and Canada with the Safe-T

Rider program. The KONE branches educated 10,504 children across the U. S. and Canada during the 2009/2010 school year.

The program components, available free of charge to the public, include a DVD, a teacher's guide, activity book, sticker, poster, certificate and a test for the children to take. An interactive web-based version of the program is available at [www.SafeTRider.org](http://www.SafeTRider.org).

An efficacy study performed by researchers Dr. Louis Malenfant and Dr. Ron Van Houten at the Center for Research in Safety (CERS) revealed a noticeable improvement in riding behavior among children, and adults - from 25% to 42% improvement after receiving the program.

EESF can use your help - present the Safe-T Rider program to children in your area. Become a part of the effort. Help us reach our goal of educating 700,000 students during the 2010/2011 school year. Free program components can be ordered by contacting EESF at (800) 949-6442 or [Info@EESF.org](mailto:Info@EESF.org) or on EESF's web site, [www.EESF.org](http://www.EESF.org), under the "Safety Education" tab.

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