

EESF Registers Over 35,000 Students at the NEA Exposition

August 8, 2007



Laurie Dueitt (left) and Leslie Schraeder in the EESF booth at the NEA 2007 Annual Meeting and Expo.

Philadelphia, PA – The Elevator Escalator Safety Foundation (EESF) Program Director Laurie Dueitt and Development & Marketing Director Leslie Schraeder attended the 2007 National Education Association (NEA) Annual Meeting and Exposition that was held June 30 through July 5, 2007 in Philadelphia, Pennsylvania.

During the three days of the Expo the EESF staffers registered 35,538 children to receive the *Safe-T Rider* program. This represents 7.11% of the goal for the 2007/08 school year of 500,000 students.

Several of the teachers commented that they look for the Foundation booth each year in order to register their school. Other teachers were first time participants who were excited about finding an elevator and escalator safety program to integrate into their safety education lesson plan.

Each year EESF exhibits at the NEA Annual Meeting because NEA has 3.2 million members that work at every level of education and approximately 9,000 of those members attend the Annual Meeting. Each year hundreds of teachers register thousands of students for the *Safe-T Rider* program. Since 2002, EESF has registered 139,350 children for the program through the NEA Exposition.



Dueitt assists a teacher registering her school for the *Safe-T Rider* program.

In addition to participating in the Expo, EESF was invited to present the *Safe-T Rider* program to the CAMP NEA. CAMP NEA is an on-site



Schraeder gives the *Safe-T Rider* test to the children at CAMP NEA.



Mark and Gail Yako (Draka) attended NEA and visited the EESF booth

children's program tailored for the children of NEA delegates. Dueitt and Schraeder presented to approximately 100 children ranging in ages from 4 to 10. Several of the children commented that they had never been on an elevator or escalator until they came to Philadelphia. The children enjoyed the program and many sang along with video.

EESF invited Mark Yako of Draka Elevators and his wife Gail, who is also a school teacher, to visit the booth during the exposition. Mark and Gail live in the Philadelphia area and it was felt this was an excellent opportunity for them to observe and participate in the

Foundation's charter. Mark commented, "I didn't realize that this event was so busy. The EESF booth consistently signed up second graders the entire time I visited."

The NEA will be in Washington DC July 1- 6 next year. EESF will once again exhibit. If you are in the area and are interested in visiting the booth, contact Laurie Dueitt at laurie@eesf.org or 251.479.2199.

For more information about the *Safe-T Rider* program contact EESF at 800.949.6442 or www.eesf.org.

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