



Elevator Escalator Safety Foundation of Canada
 P. O. Box 59099
 Mississauga, ON L4T 4J1
 (888) RIDE-SAFE
 FAX (251) 479-7099
 www.EESFC.org

Barbara Allen
 Administrator

Laurie Dueitt
 Program Administrator

Ashley Rains
 Public Relations Administrator



FOR IMMEDIATE RELEASE

Contact: Ashley Rains
 Public Relations Administrator
 Ashley@EESFC.org
 (251) 479-2199

AEDARSA Promotes EESFC and Safety at Expo

September 1, 2009 - The Safety Expo, an educational and interactive experience sponsored by the City of Calgary and Enmax, a local energy company, was held March 4 - 5, 2009 in the atrium of the Calgary Municipal Building in Alberta. Over 3,000 students in grades four through nine were in attendance. This event gave an opportunity for organizations to display their role in promoting safe practices in the Calgary community and to educate the students to help them make appropriate choices for their safety and the safety of others.



Albert Elevating Devices and Amusement Ride Safety Association (AEDARSA) was a proud participant in this year's expo. AEDARSA representatives educated students, teachers and parents about escalator safety and the importance of following safety rules with the Safe-T Rider program and other creative methods.

The AEDARSA exhibit included an escalator step and combplate to demonstrate the movement of the equipment and how they fit together. A diagram of an escalator showed the audience the visible escalator steps as well as the steps underneath the device that riders do not see. This helped students understand that it takes a very powerful machine to move escalator steps. The AEDARSA exhibit was located next to the atrium escalators, allowing the children to comprehend the power of an escalator.

In a presentation, AEDARSA explained how to ride the escalator safely by following the safety rules as well as the consequences if and when these rules were not followed.

Another advantage of having the escalators close by, the students were able to identify safe and unsafe riding practices.

For the interactive portion of the presentation, the students used an egg cutter to simulate an escalator step and combplate to show how the two parts slide together. They also used poppy seeds and bird seed to simulate dirt and rocks that can fall from the bottom of shoes. When the students sprinkled the seeds onto the open egg cutter, they saw how



some fell through. Though some pieces were too big, with a little force, the egg cutter still closed, pushing the material out the sides or through the egg cutter. This was reiterated with a display of coins AEDARSA Safety Codes Officers have found in escalator pits. This showed students the force and strength of an escalator, as the coins had been bent but still could not stop a moving escalator.

Using Playdough, the children were allowed to mold items that might get caught in an escalator, such as a scarf, a shoe with untied laces or a flip flop. The students were then asked to close the egg cutter around the Playdough, simulating the moving parts of the escalator. Again, having the escalators in view, the students were able to identify the emergency button and enforced that it is only to be stopped in cases of emergency.

AEDARSA also had the opportunity to have the Safe-T Rider costume, which was very well received by the younger students in attendance. Gordon Pattison, AEDARSA CEO and EESFC Chairman said “We wore the mascot proudly and felt privileged to represent the Foundation.” AEDARSA would like to thank Laurie Dueitt, EESF Program Director, for sending materials for this event. The Safety Expo was also promoting a “green” theme which meant that handouts were not permitted but participating teachers were given a resource guide with a listing of exhibitor web sites and appropriate links to continue the education process after the two-day event.

AEDARSA’s experience at this year’s Safety Expo was a positive and rewarding adventure. AEDARSA will continue to participate in this annual event to educate and encourage safe riding etiquette in the community.

For information about the Safe-T Rider program or the Foundation, visit www.EESF.org, www.EESFC.org or contact EESF/EESFC at (800) 949-6442 or info@EESF.org.

Gordon Pattison contributed to this press release.

###