



**Elevator Escalator Safety Foundation**  
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FOR IMMEDIATE RELEASE

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**Formula Systems North America Conducts Rock n’ Roll Auction for EESF**

**November 4, 2009** - Formula Systems North America held a silent auction for a flat-screen television, a Wii gaming system and a special, limited edition “The Beatles: Rock Band” bundle in aid of the EESF. The auction was held in the company’s booth during the UNITED exposition held in Orlando on September 20 – 23, 2009.

Cornelius Walls, Branch Manager said “Formula always tries to combine promotional activities with an opportunity to raise funds for the Safe-T-Rider program. This year we really ‘rocked da house,’ and raised a fantastic \$850.01 for the Foundation at the same time.”



Formula Systems’ President, John Curzon, and Manager, Cornelius Walls, present EESF with a check.  
*Photo courtesy of Elevator World*

John Curzon, Formula Systems’ President, added “The EESF is an important part of the elevator industry and we always enjoy doing whatever we can to support their efforts. I truly hope others in our industry take time to find out how successful their programs are and invent their own ways to further the cause. Formula Systems is already planning for the NAEC convention in Cincinnati in 2010 and, rest assured, we have several ideas to make the event a fun time, as well as contribute further to the program – Just watch this space!”

This donation will help EESF realize its mission to educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

To find out how your company can plan a fundraiser or for more information about the Elevator Escalator Safety Foundation, please visit [www.EESF.org](http://www.EESF.org), e-mail [info@EESF.org](mailto:info@EESF.org) or call (251) 479-2199.

*Stephanie Cassidy of Formula Systems North America contributed to this press release.*

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