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FOR IMMEDIATE RELEASE

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EESF Attends the Elevator U Conference at Purdue University

August 25, 2010 - The Elevator Escalator Safety Foundation (EESF) attended the Elevator U Conference at Purdue University in West Lafayette, Indiana on June 8 – 10, 2010 where release of the new EESF / Elevator U Safety program, Rise Up Safe Rider, was announced.

EESF and Elevator U not only care about maintaining the highest standards of university facilities management, but also about safety education available to college students. These organizations wish to prevent any injury or death because of lack of elevator knowledge.

Rise Up Safe Rider is a safety kit developed for university resident assistants, student government representatives, public safety officials, on-campus elevator shops and on-campus media such as the newspaper, television and radio stations.

The safety kit, which is available by download from both www.EESF.org and www.ElevatorU.org, consists of a Planning Guide, safety posters for elevators, escalators and moving walks, a brochure, a radio public service announcement as well as an article and press release for student publications.

Rise Up Safe Rider program materials are user-friendly for malls, airports and transit systems, as they are generic in the safe riding rules with eye-catching graphics.

EESF and Elevator U extend a sincere appreciation to the following committee members for their diligent work in helping to create this impressive program:

Don Ross, Chairman of the Safety Committee.
 Christina Villa, Resident Assistant
 Ed “Jas” Jaskowak, EU Rep. – Penn State
 Jimmie Anicich – EU – Arizona State
 Kallie McConkie, Michigan State Graduate
 Kurt Stepaniak, NEII Legal Council – KONE
 Lou Deloreto, NEII Safety Committee – Otis
 Matt Wright – EU – Michigan State
 Terri Emmons – EU – University of Michigan
 Tom Sybert – EU Board – EESF Board Liaison
 Tony Barenie, Purdue Graduate 2009
 Jeff Cooper – EU – Purdue University
 Barbara Allen, EESF Staff liaison

EESF and Elevator U have been working together for the past several years to create a campaign for the university setting. Several universities were invited to participate in the development of the program. Concepts were used from Communication classes at both Michigan State University and Purdue University. Initial components plus an entertaining video of students explaining safe riding methods were developed by Michigan State University.

EESF and Elevator U appreciate the time of those students involved, especially Kallie McConkie of Michigan State and Tony Barenie of Purdue, who led the student teams and Matt Wright (Michigan State) and Jeff Cooper (Purdue), who served as the Elevator U coordinator with the teams. EESF and Elevator U also wish to thank Matt Rupp, EESF Marketing Committee Chair, Mike Ryan, EESF Chairman and Marketing Committee member as well as Stuart Rosebrock, C. E. Electronics graphic designer, for assisting in the final stages of development for print materials.

The final program was presented at the Elevator U Conference, where each attendee was asked to take the materials to their universities, deliver the program and provide feedback.

During the Conference, Elevator U supported the Foundation by allowing them to host a silent auction on June 9, 2010.

Elevator U requested each exhibitor bring at least one silent auction item to be displayed in the exhibitor's booth. Conference attendees visited each booth to view and bid on the items available. This gave the exhibitors a unique opportunity to interact with conference attendees and display their products.

At the conclusion of the event, each exhibitor brought forward their item and the winning bid was announced. The Elevator U silent auction raised \$3,659 for EESF which will be used to help the Foundation achieve its mission.



Ed Jaskowak (l) is congratulated by Gary Schreiber. Jaskowak was the winning bidder of a Garvin gift certificate.



Brandon Mandy was the highest bidder of an iPod donated by SnapCab.

In addition to the silent auction, Glenn Duncan of Parts Specialists, Inc. volunteered to conduct a 50/50 raffle with proceeds to go to the EESF. Duncan sold tickets for two days, collecting \$1,402 from attendees and exhibitors alike. The winning ticket belonged to Gary Schreiber.

EESF would like to thank the exhibitors for their generous donations of items for the silent auction; everyone who bid on items; those who purchased a raffle ticket and the Board of Elevator U for allowing the event to take place.

For more information about the Rise Up Safe Rider program, please visit the “Safety Education” page at www.EESF.org. For more information about the Elevator Escalator Safety Foundation, please visit www.EESF.org, e-mail info@EESF.org or call (251) 479-2199.

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