

# NATIONAL COVERAGE HIGHLIGHTS THIRD SAFETY WEEK

Living in the Big Apple has its advantages; no difficulty exists in finding venues for National Elevator Escalator Safety Awareness Week (Safety Week) message displays/booths! In fact, the venues have often been the story: Staten Island Ferry (1994), NBC Rockefeller Center (1995) and Macy's Herald Square – the world's largest department store (1996).

As many know, Rockefeller Center is the home of the *NBC Today Show*, and Saturday, November 9th served as a conduit to 8.8 million (source: NBC) viewers. The Elevator Conference of New York (ECNY), along with New York City Transit (NYCT), announced the industry-sponsored Safety Week on the *Saturday NBC Today Show*. NBC's Chris Cimino interviewed Safe-T Rider<sup>®</sup> (Staci Williams of NYCT) and then asked the crowd if they knew it was Safety Week. A loud response of "yes" came from the crowd. Tina Drummond of ECNY was the spokes-person, and William McLean of NYCT backed her up in telling the safety message. Nick Kassetas of ECNY held up the large sign announcing Safety Week, and Cimino spotted the sign prompting the interview.

ECNY's Drummond with the help of Gail Berkely – assistant to NYCT's senior vice president, Department of Subways – was successful in obtaining proclamations from New York State Governor Pataki, New York City Mayor Rudy Guiliani and NYCT President Lawrence G. Reuter.

During the week, ECNY/NYCT featured Safety Week at various locales in the city, with display boards containing safety messages. Over 2,500 coloring books, stickers, brochures and "I'm a Safe Rider" buttons were distributed.

With the assistance of Paul Turiano, director of Safety/Loss Prevention, Arlene Orenstein and Fran Carney of Macy's East Inc., the Safety Week program was presented at the Macy's Herald Square Department Store. The group also featured Safety Week at NYCT subway stations – 161st Street and Yankee Stadium; Lexington Avenue and 53rd Street; Sutphin Boulevard and 59th Street; and Columbus Circle.

The presentations at the subway stations were supported by ECNY members Tina Drummond, Don Gelestino, Nick Montesano, Matt Jackson and Vic Alasio and NYCT employees William McLean, William Boppert, Joe Altamuro, Julio

Lussardi and Julio Villacis. The Safe-T Rider<sup>®</sup> characters were Williams of NYCT and Nicole Alasio, daughter of Vic Alasio.

The Big Apple was not the only venue for the industry's Third Annual Safety Week. Several volunteers throughout the U.S. brought attention to the "cause." A sampling around the U.S. follows.

*Albuquerque, NM* – Diane Miles of U.S. Elevator Corporation reports that National Elevator Escalator Safety Awareness Week 1996 was a big success in Albuquerque. In addition to holding special safety classes at one of the schools, U.S. Elevator conducted a safety promotion at CottonWood Mall. Two of Albuquerque's city elevator inspectors were on hand to help out. Miles stated, "We handed out more than 200 stickers, buttons and coloring books. Safe-T Rider<sup>®</sup> was a huge success. We are looking forward to an even bigger event next year!"

*Boston, MA* – Governor William Weld signed a proclamation declaring Safety Week. Millar Elevator Service Company teamed with the Massachusetts Bay Transit Authority (MBTA) for the third straight year and set up several booths around "T" stations as before. In addition, the group ventured into office buildings and set up lobby displays in the Tip O'Neal and JFK buildings. Many building owners were eager to sign up for next year's celebration.

*La Crescenta, CA* – Michelle Dwinell of Lerch, Bates & Associates worked with local TV and radio stations and had several industry safety messages in the form of public service announcements during Safety Week.

*Louisville, KY* – Governor Paul Patton proclaimed National Elevator Escalator Safety Awareness Week and Kentucky Elevator Division Chief Robert Wright took his cue and visited three Jefferson County schools dressed as Safe-T Rider<sup>®</sup>. Louisville Field Team Representative Sterrett Lloyd and Safe-T Rider<sup>®</sup> had great success reaching over 1,000 students during the Safety Week

promotion.

*Miami, FL* – Dade County's Mike Chavez stretched a banner over a busy street proclaiming National Elevator Escalator Safety Awareness Week. Chavez also arranged for public service announcements on several different Miami-area TV stations.