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FOR IMMEDIATE RELEASE

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**Safe-T Rider Kicks Off the 2009/2010 School Year!**

**October 15, 2009** - The Elevator Escalator Safety Foundation's (EESF) Safe-T Rider program started the 2009/2010 school year with a major milestone in sight. In the previous school year (2008/2009), EESF set a record by reaching over 515,000 children in the United States and Canada with the Safe-T Rider program. The target goal for number of children reached is 700,000 for this school year. To date, 135,292 children in the United States and 8,731 children in Canada have received the program for a total of 144,023 children.



The Safe-T Rider program is aimed at elementary-aged children and consists of a classroom program as well as an interactive, online program. The classroom kit includes a DVD, teacher's guide, activity books, stickers, tests and certificates. The interactive, online version ([www.SafeTRider.org](http://www.SafeTRider.org)) guides viewers through the program while answering questions about safety. A certificate is rewarded to the user at the conclusion of the program.

In order to reach the goal for this year, EESF has put together an aggressive program campaign. Contacts made at the National Education Association's (NEA) Annual Convention, attended by EESF staff this summer, have received requested materials. EESF contacted teachers and administrators who previously participated in the Safe-T Rider program but had not confirmed to participate this school year. Results are being seen, as over 75,000 children have been registered for the program.

A future mailing will reach out to 14,000 contacts at various levels of school administration in the United States and Canada. This represents a huge population of schools who have never used the Safe-T Rider program or who have not used it recently. Additionally, all 30 EESF board members are taking an active role by pledging to

educate at least 500 children in their hometowns this school year with a goal of educating over 15,000 children.

Each day, letters are being sent, contacts are being made and volunteers are being recruited in an effort to reach this goal. The entire program description can be seen on EESF's web site at [www.EESF.org/Education](http://www.EESF.org/Education). "Reaching 700,000 students this school year will require the industry's participation," said Program Director, Laurie Dueitt. "We are actively searching for volunteers to help us reach our goal."

A volunteer package is available for anyone interested in helping EESF achieve this goal. If you are involved in the Boys & Girls Club, Kiwanis Club, Safety Village or a similar organization in your area or if you have a contact in your local school system, you too can help EESF achieve its goal.

If you would like to help educate children in your area using the Safe-T Rider program, contact Laurie Dueitt at (800) 949-6442 or [Laurie@EESF.org](mailto:Laurie@EESF.org) or visit EESF's web site, [www.EESF.org](http://www.EESF.org), for more details.

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