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FOR IMMEDIATE RELEASE

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Minnesota Elevator, Inc. Kicks Off Safe-T Rider Initiative

May 27, 2009 – Rick Lowenberg, President of Minnesota Elevator, Inc. (MEI), accompanied by his 6th grade son, Mitch, kicked off MEI’s Safe-T Rider project by presenting the program to 30 students in Ms. Jenny Winters’ class at Rush Creek Elementary Class in Maple Grove, Minnesota on Wednesday, April 29, 2009. Lowenberg said “I could have stayed for another hour answering questions from the kids - I was really impressed by the knowledge of the students.” He experienced a phenomenon many EESF volunteers report: “There were even a few students that told on their parents for not following the safety rules!”



Minnesota Elevator, Inc. has been supporting the Elevator Escalator Safety Foundation (EESF) by participating in national fundraisers and supporting the annual campaign since 1995. In 2009, MEI decided to increase their participation by volunteering to present the Safe-T Rider program to second graders in the state of Minnesota. Mike Klehr, Vice President of Sales and Marketing and Lowenberg met with EESF Vice Chairman Rob Merlo last year in New Jersey to discuss the program.

MEI has asked their leadership and sales managers to present the program at their respective elementary schools. Because of this initiative, several programs are in the planning process.

To find out how you can volunteer or 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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