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FOR IMMEDIATE RELEASE

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EESF Attends 2010 National Education Association Annual Meeting

August 27, 2010 – For the ninth consecutive year, the Elevator Escalator Safety Foundation (EESF) found success while promoting the Safe-T Rider program at the National Education Association (NEA) Annual Meeting. Staff attended the 148th NEA Annual Meeting and Exposition held on June 29 – July 3, 2010 in New Orleans. During the three days of exhibition, educators from around the United States requested materials for 20,387 students. This represented 2.9% of the 700,000 goal for the upcoming 2010/11 school year.

Several educators commented that they look for the Foundation booth each year in order to register their school. Janet Robertson (pictured at right with Dueitt) of Suisun City, CA signs up each year at the Convention. “We watch this a couple of times a year” said Robertson. “This program is so important and, year after year, the kids just love it.”



The NEA Annual Meeting is beneficial to EESF each year. EESF staffers have the opportunity for one-on-one contact with the 16,000 NEA delegates who represent over 3.2 million NEA members in the United States. Each year hundreds of educators register thousands of students for the Safe-T Rider program. Since 2002, EESF has registered 254,797 children for the program through the NEA Exposition.

EESF will once again attend the 2011 NEA Annual Meeting in Chicago from June 29 – July 3, 2011.

For more information about the Safe-T Rider program, contact EESF at (800) 949-6442, info@EESF.org or visit the Foundation's web site, www.EESF.org.

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