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FOR IMMEDIATE RELEASE

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EESF Sets Record with Safe-T Rider Numbers in 2008/2009 School Year

July 30, 2009 – The Elevator Escalator Safety Foundation (EESF) ended the 2008/2009 school year by sending Safe-T Rider program materials to a total of 515,629 children in North America. The total includes 486,705 children who are students in the United States, while 28,924 children are students in Canada. Since the Safe-T Rider program began, this is the largest number of children who have received materials in a single school year.



The increase in the Safe-T Rider goal is a direct result of the support received from the industry, enabling EESF to purchase more materials. Many supporters increased their donations and new membership has grown, enabling EESF to aspire to reach more of the public.

Program Director, Laurie Dueitt, and the EESF staff employed innovative strategies to reach more children during the school year.

One effort included using elements from the annual National Elevator Escalator Safety Awareness Week. Each year, before the November celebration, governors and mayors are asked to sign proclamations declaring National Safety Week in their respective areas. As these proclamations were received at EESF headquarters, an announcement was sent to that area’s school superintendents, along with Safe-T Rider information.

Volunteerism was also heavily promoted during this school year and the response from the industry was immense. Companies and organizations such as the Elevator Conference of New York, the New York City Department of Building and Minnesota Elevator, Inc., to name a few, held events where many children in their respective areas were educated by company volunteers using the Safe-T Rider program.

KONE, Inc. has created a program within their company that encourages all branches to educate children in their local schools throughout the U. S. and Canada with the Safe-T Rider program. The managers' response has been positively overwhelming. This opportunity has increased EESF's volunteer base by over 100. The KONE branches educated 6,650 children across the U. S. and Canada during the 2008/2009 school year.

The program components, available free of charge to the public, include a DVD, a teacher's guide, activity book, sticker, poster, certificate and a test for the children to take. An interactive web-based version of the program is available at www.SafeTRider.org. An efficacy study conducted in April 2004 revealed a noticeable improvement in riding behavior among children, and adults - from 25% to 42% improvement after receiving the program.

Based on the continued success of surpassing each previous school year's goal, the Foundation's target for this school year was to send Safe-T Rider materials to 600,000 children in the United States and Canada. This ambitious goal was a 20% increase over the last year's goal. Due to losing a few large repeat school districts because of personnel changes and not meeting the distribution goal, the current situation was evaluated, adjustments were made and a new goal of distributing materials to 700,000 students (another 16% increase) was made for the 2009/2010 school year.

EESF can use your help - present the Safe-T Rider program to children in your area. Become a part of the effort. Help us reach our goal of educating 700,000 students this school year. Free program components can be ordered by contacting Laurie Dueitt, Program Director of EESF at (800) 949-6442 or Laurie@EESF.org or on EESF's web site, www.EESF.org, under the "Safety Education" tab.

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