



**Elevator Escalator Safety Foundation**  
 362 Pinehill Drive  
 Mobile, Alabama 36606-1715  
 251.479.2199 • 888.RIDE.SAFE  
 FAX 251.479.7099  
*www.EESF.org*

Barbara Allen  
 Executive Director

Laurie Dueitt  
 Program Director

Ashley Rains  
 Public Relations Director



FOR IMMEDIATE RELEASE

**Contact:** Ashley Rains  
 Director of Public Relations  
 Ashley@EESF.org  
 251.479.2199

**EESF's First Visit to National School Board Association Conference  
 in Orlando is a Huge Success!**

The Elevator Escalator Safety Foundation's *Safe-T Rider* program was featured at the National School Board Association (NSBA)'s 68<sup>th</sup> Annual Conference held in Orlando from March 29 – April 1, 2008. This was the first time for EESF to exhibit at NSBA's Annual Conference.

Through this exhibit, the Foundation met school board officials from around the United States. After discussing the *Safe-T Rider* program with attendees at the conference, EESF was able to sign up approximately 60,000 children! Over 25 other school board officials requested information about the program. Those who requested information will receive a *Safe-T Rider* packet, which includes all the components of the program.

According to the National School Board Association, over 2,000 school districts were represented at the 2007 Annual Conference with 75% of those attendees being actual school board members. The other 25% of attendees were mostly made up of superintendents, administrative staff and board staff members. The total number of expected attendees for the 2008 Annual Conference was 7,500.

The Foundation, which occupied Booth #1157, was also featured on the NSBA's special conference web site, where the NSBA posted a press release issued by EESF regarding the conference. This press release may be accessed by visiting the following link: [http://nsba.org/conference/press/press\\_releases.cfm](http://nsba.org/conference/press/press_releases.cfm).

The mission of the Elevator Escalator Safety Foundation is to educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs. *Safe-T Rider*, a **free** program distributed by the Foundation, is a safety program which educates children towards the mission of EESF.



Laurie Dueitt, Programs Director, informs School Board Officials about the *Safe-T Rider* program at the NSBA Annual Conference in Orlando.

There were many positive and noteworthy comments made by the school board officials as they visited EESF's booth. Some of these were:

“My students would remind their parents of the rules every time they saw an elevator or escalator.” - Ann J. of DeSoto County, Mississippi.

“You’ll send [the program components] automatically? That’s great!” - Robert K. of New York.

“We don’t have many escalators in our community, but our students go to cities where they need to know how to use them.” - Dixie H. of Wynona, OK.

“It would be silly not to do the *Safe-T Rider* program, since it’s free.” - Betty Y. of Massachusetts.

“Your booth did seem very busy each time I passed!” - Susan Clubb, NSBA Conference organizer.

Should you have any questions regarding the *Safe-T Rider* program or other EESF programs, please contact EESF at (800) 949-6442 or [info@EESF.org](mailto:info@EESF.org).

###