



M E D I A A D V I S O R Y

FOR IMMEDIATE RELEASE:
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October 19–23 is National School Bus Safety Week *BCIU Transportation Employees to Promote Bus Safety Awareness*

READING, PA – School bus drivers, who bear the responsibility of transporting students to and from school each day, will heighten the public’s awareness of bus safety for children in observance of National School Bus Safety Week. They will demonstrate bus safety features, review school bus traffic laws, and distribute safety literature and children’s materials.

WHO: BCIU Transportation Department personnel and Transportation Safety Committee members; Day-of-event contact: **Donna Kaley**, BCIU assistant program administrator, 610-987-8620 / donkal@berksiu.org.

WHAT: Public outreach to raise awareness about school bus safety and PA school bus stopping laws

WHERE: A.C. Moore parking lot, Business Route 222, Muhlenberg Township

WHEN: Saturday, October 24, 2009; 10:00 a.m.–2:00 p.m.

WHY: Public awareness of and adherence to PA school bus stopping laws is crucial to the safety of thousands of school children who ride school buses and vans to and from school and school activities. National School Bus Safety Week is an opportune time to call attention to school bus safety issues and to educate the public about safe driving procedures and the requirements of PA driving laws.

Members of the BCIU Transportation Safety Committee organized this activity as a public service for the safety and well-being of children and families in Berks County.

WHAT THE CAMERA WILL SEE: Two school buses displayed on parking lot and staff talking with the public and distributing literature and children’s materials; demonstration of bus signal lights and stop arm

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