

ELEVATOR ESCALATOR SAFETY FOUNDATION CELEBRATES 15TH ANNUAL ELEVATOR ESCALATOR SAFETY AWARENESS WEEK

By Ashley H. Rains, Public Relations Director

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According to the National Elevator Industry, Inc., about 210 billion times a year, people in the U.S. and Canada ride an estimated 700,000 elevators and 33,000 escalators that move 325 million elevator passengers and 245 million escalators passengers daily. Excluding automobiles, that is more than the total of riders of all other forms of transportation combined. Very few accidents happen and most of these can be avoided.

National Elevator Escalator Safety Awareness Week (Safety Week) is celebrated the second full week of November each year to increase the public's awareness of the safe riding behavior while using this equipment. In 2008, Safety Week was celebrated November 9 through 15. Safety Week is a promotion of public safety awareness for the industry's equipment. Everyone is invited to make this special week a huge success in cities throughout the United States and Canada. Safety Week provides a focal point for the industry, on a local and national level, to join together as individuals, companies and organizations and spread the word about public safety in the elevator and escalator industry.

At the same time, Safety Week is an opportunity to celebrate the contributions made by the industry to the quality of life. Volunteers reach millions of riders with important safety messages in many locations during this celebration.

The Elevator Escalator Safety Foundation (EESF) was created in 1992 to educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs. EESF provides these programs to educate specific segments of society. The children's program, *Safe-T Rider*, is distributed throughout North America's school systems.

As part of the preparation and celebration, EESF headquarters sent a request to each state's Governor asking them to officially proclaim Safety Week in their state. Also, Mayors of the top 100 most populated cities in the United States received a proclamation request. The Foundation received an overwhelming response, with 18 Governors and 31 Mayors signing the proclamation. This more than doubled the number of Mayors who signed Safety Week into proclamation in 2007.

You can help get a proclamation signed in your area by contacting the Foundation as well as your local government offices.

The following are the Governors and Mayors who signed the Safety Week Proclamation:

Alabama - Governor Bob Riley

Alaska - Governor Sarah Palin

Arizona - Governor Janet Napolitano

Connecticut - Governor M. Jodi Rell

Florida - Governor Charlie Crist
Iowa - Governor Chester J. Culver
Maryland - Governor Martin O'Malley
Michigan - Governor Jennifer Granholm
Minnesota - Governor Tim Pawlenty
Nebraska - Governor Dave Heineman
New Jersey - Governor Jon S. Corzine

Ohio - Governor Ted Strickland
Oregon - Governor Theodore Kulongoski
Rhode Island - Governor Donald Carcieri
Tennessee - Governor Phil Bredesen
Washington - Governor Christine Gregoire
West Virginia - Governor Joe Manchin, III
Wisconsin - Governor Jim Doyle

City of Akron - Mayor Donald Plusquellic
City of Austin - Mayor Will Wynn
City of Baltimore - Mayor Sheila Dixon
City of Boston - Mayor Thomas Menino
City of Buffalo - Mayor Byron Brown
City of Chicago - Mayor Richard Daley
City of Cincinnati - Mayor Mark Mallory
City of Corpus Christi - Mayor Henry Garnett
City of Dayton - Mayor Rhine McLin
City of Fremont - Mayor Bob Wasserman
City of Fort Wayne - Mayor Thomas Henry
City of Kansas City - Mayor Mark Funkhouser
City of Louisville - Mayor David L. Armstrong
City of Memphis - Mayor Willie Herenton
City of Mobile - Mayor Sam Jones
City of Montgomery - Mayor Bobby Bright

City of Nashville - Mayor Karl F. Dean
City of New Orleans - Mayor Ray Nagin
City of Norfolk - Mayor Paul Fraim
City of Phoenix - Mayor Phil Gordon
City of Pittsburgh - Mayor Luke Ravensthal
City of Salt Lake City - Mayor Ralph Becker
City of San Antonio - Mayor Phil Hardberger
City of San Diego - Mayor Jerry Sanders
City of Seattle - Mayor Greg Nickels
City of Shreveport - Mayor Cedric Glover
City of Spokane - Mayor Mary Verner
City of Stockton - Mayor Edward Chaevez
City of St. Paul - Mayor Christopher Coleman
City of Tampa - Mayor Pam Iorio
City of Tulsa - Mayor Kathy Taylor

U. S. Celebrations

Proclamations



Counsel President Reggie Copeland applauded the Foundation as well as *Elevator World* magazine for their national presence in the city of Mobile.

International Union of Elevator Contractors (IUEC), Local 74 - Tampa Business Manager, James Yohn, attended the City of Tampa Counsel meeting, where Mayor Pam Iorio signed the Safety Week proclamation.

Additionally, EESF Program Director, Laurie Dueitt and Public Relations Director, Ashley Rains attended the Mobile, Alabama City Council meeting where Mayor Sam Jones signed the Safety Week Proclamation. City



New Jersey



On November 9, 2008, Amy DiPaolo, Rob Merlo and Vinny Rex, all of KONE, Inc., went to Lester D. Wilson Elementary School in Alexandria Township, New Jersey. DiPaolo's children, Anthony, 7 and Jacqueline, 5, both attend this school, where Anthony is in second grade.

The group began the presentation by asking the approximately 70 children about their knowledge of elevators and escalators. After the program video was played, the children answered safety-related questions, followed by a surprise visit from Safe-T Rider (played by Merlo).

The children had very good questions and were very attentive to the program. In the New York and New

Jersey area, Elevator Conference of New York sponsors a pizza party for any local school that uses the Safe-T Rider program. The school had their party in January 2009.

DiPaolo thanked the EESF for providing this program and said the program "was not only rewarding for the kids, but for me a presenter as well."

New York

Volunteers from MTA-New York City Transit, New York City Department of Buildings and the Elevator Conference of New York visited local New York City schools during Safety Week. The group presented the Safe-T Rider program to approximately 1,000 children during their visits. The Elevator Conference of New York generously purchased pizza for the children to enjoy after the presentations.



Individuals who volunteered at the schools are Kevin Moylan, Ralph Cruz, Mike Mancuso, Mike Caputo (New York City Transit), Laura V Osorio, Harry Vyas, Donald Franklin, Luis Vazquez, Louis Rodriuez, Alphonso Marshall, Samuel Master, Thomas Byrnes (New York City Department of Buildings), Ken Breglio and James Duffy (Elevator Conference of New York). This year marks the group's fifteen year

of celebrating Safety Week – they have participated since the inception of the event.

North Carolina

Draka Elevator Products Vice President of Worldwide Distribution, Bill Fassnacht, presented the Safe-T Rider program to five 2nd grade classes at Bailey Elementary School, located near Draka’s office/distribution center in Rocky Mount, North Carolina. Fassnacht noted the scores on the tests really showed the students understood the message of being safe with elevators and escalators.



Oregon



KONE employees enjoyed presenting the Safe-T Rider program to their office personnel before going to Riverside Elementary School in Milwaukie, Oregon to educate two second grade classes – a total of 54 students. Patty Wilson informed the children about the safe and proper uses of vertical transportation and Kathy Grice entertained the children in the Safe-T Rider costume. Wilson was pleasantly surprised at how inquisitive the children were while learning safety rules. “All had ridden on

elevators and escalators and about half have ridden on a moving walk,” said Wilson. “They loved the DVD with Safe-T Rider and the costume was a success.”

Pennsylvania

VTX joined forces again with the Southeastern Pennsylvania Transportation Authority (SEPTA), to promote elevator and escalator safety during Safety Week. VTX has continually supported this important concept by donating it’s time and energy each year.

AdRail USA partnered with the group through the installation of two escalator safety campaigns at the Frankford and Olney transportation stations. AdRail placed safety messages on escalator hand rails asking that riders “Please Hold the



Handrail for Your Safety.”



This year, VTX helped by giving several presentations at Olney Elementary School and handing out flyers at multiple stations throughout the SEPTA system in Philadelphia. The students at Olney Elementary School varied in age from seven to nine and were very excited to have an assembly and learn about the proper way to ride the equipment. A presentation was given, followed up by a video, a short quiz on proper riding techniques, and then a special guest, the mascot of the EESF, Safe-T Rider visited with the children.

VTX members who helped included Patrick Welch, Edward Shane, David Hansen, Svetlana Fedotov, Mike Miller and Andrea Ruff (pictured as Safe-T Rider). Ralph Sizer of SEPTA was also there to help hand out coloring books and present.

Canada Celebrations

British Columbia

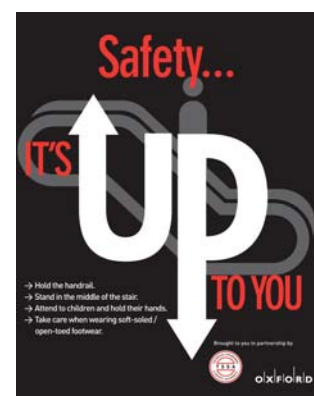
In recognition of the contributions the elevator escalator industry has made to public safety, the British Columbia (BC) Safety Authority asked municipalities throughout British Columbia to proclaim the 2nd full week of November Elevator Escalator Safety Awareness Week. The following 23 municipalities participated: City of Colwood, City of Cranbrook, City of Duncan, City of Fort St. John, City of Kelowna, City of Langford, City of New Westminster, City of North Vancouver, City of Pitt Meadows, City of Port Alberni, City of Port Moody, City of Prince Rupert, City of Richmond, City of Surrey, City of Trail, City of Victoria, City of Williams Lake, District of Central Saanich, District of Kitimat, District of Mission, District of Saanich, Town of Sidney and Town of View Royal.

Toronto

The Technical Standards and Safety Authority (TSSA) - the not-for-profit safety organization responsible for regulating the safety of more than 43,000 elevating devices for the province of Ontario - celebrated Safety Week by reaching out to the public with a very important message: Escalator safety is up to you too!

With early holiday shopping in full gear, TSSA partnered with Oxford Properties and Cadillac Fairview to reach shoppers and office tenants by posting escalator safety signage near around escalators within their major shopping centers and office buildings. Brookfield Properties' also participated in the campaign with TSSA by showing similar safety messages in various office building elevator screens.

To reach frequent escalator users within Toronto's public transit



system, TSSA ran full page advertisements in Toronto's free daily newspapers - *Metro News* and *24-Hrs* - during the middle of safety awareness week, which provided quick and useful tips to 790,000 readers about riding safely on escalators. TSSA also partnered with the Toronto Transit Commission (TTC) to run voice script recordings and screen messages on TTC Public Address (PA) and Platform Video Screen (PVS) systems, reminding hundreds of thousand commuters to ride safe on escalators.

In addition, TSSA also advertised in the *Forever Young Seniors* magazine for their November safety showcase issue, which resulted in delivering safety messages to over 240,000 seniors – a high-risk user group with escalators.

Lastly, in an effort to reach the broader Ontario audience through potential earned media coverage, TSSA issued a media release entitled "Escalator Safety is Up to You Too," which was made available on TSSA's corporate website.

Oshawa

Last September, EHC Global announced to its customers that for each Escalator Safety Brush kit purchased, US\$10 would be donated to the Elevator Escalator Safety Foundation to help support their programs.

The promotion took place during the last quarter of 2008 and thanks to EHC customers; US\$2,860 will be donated this month.

Monica Stoer, General Manager Sales & Marketing, said “EHC has been a longstanding supporter of EESF financially but also through volunteer work. This year we took a different approach because we wanted our customers to know that they are also contributing through us to the safety and wellbeing of families when they buy our escalator safety brushes.”

In 2009, National Elevator Escalator Safety Awareness Week will be celebrated November 8 – 14. Each and every organization is encouraged to participate! It is never too early to begin planning your Safety Week events. A planning guide is available to help organize. To get your copy of the guide, contact EESF at (800) 949-6442. A downloadable form of the guide is available on EESF's web site, www.EESF.org.

For more information about EESF and its programs, contact the Foundation at (800) 949-6442 or visit www.EESF.org.