

PLEASE DELIVER THE FOLLOWING PAGES TO:

NAME: News Editors/ News Directors

FROM: The Arapahoe County Sheriff's Office

DATE: August 10, 2007

TIME: 10:45 A.M.

Total number of pages 2, including this page.

Phone: 720. 874.4165

## MEDIA RELEASE

# SHERIFF ANNOUNCES BACK TO SCHOOL TRAFFIC SAFETY CAMPAIGN

In a continuing effort to ensure traffic safety through education and enforcement, the Arapahoe County Sheriff's Office will initiate "Operation Safe Start" back to school traffic safety campaign. This traffic safety effort is designed to educate motorists, parents and children regarding accident prevention and safe pedestrian movement. Operation Safe Start will focus on motorists who illegally pass school busses, speed in school zones, fail to wear or ensure that their children wear safety belts and those who commit other unsafe driving actions in and around the schools located in the City of Centennial and Unincorporated Arapahoe County. The Sheriff's Office traffic safety effort will be accomplished by assigning additional deputies to traffic education/enforcement responsibilities during the first two weeks that school is in session.

The Operation Safe Start traffic safety campaign will begin on Monday August 13, 2007 and continue until Friday, August 31, 2007. Enhanced traffic education/enforcement efforts will be in place throughout the school year.

In addition to the Sheriff's Office enhanced traffic education/enforcement efforts, variable message signs will be utilized to notify motorists that schools are now in session, which will result in an increased number of children moving to and from area schools.

The beginning of the school year is a time when children are at an increased risk of transportation related injuries. The increased risk is due to the fact that there are many more children on the road each morning and afternoon combined with changed driving patterns and shorter daylight hours.

(more)



Triple Crown Accredited Agency.

Committed to Quality Service with an Emphasis on Integrity, Professionalism and Community Spirit.

The Arapahoe County Sheriff's Office is asking motorists, parents, and students to practice safe driving and pedestrian habits.

**Tips for Motorists:**

- Slow down and obey all traffic laws and speed limits.
- Always stop for a school bus that has stopped to load/unload children.
- Be alert and ready to stop. Watch for children, especially where there are no sidewalks.

**Tips for Parents:**

- Help children learn and practice the safety rules for walking, bicycling or riding in a passenger car, or school bus.
- Supervise young children as they are walking or biking to school.
- Be a good role model. Always buckle up and follow pedestrian safety rules.

**Tips for Students:**

- REMEMBER to always buckle up when riding in a car.
- Always ride in the back seat. It's the safest place for young people.
- Always wear a helmet and follow safety rules when riding your bike.
- If you ride a school bus, learn and practice the safety rules for waiting at the bus stop, getting on and off the bus, and riding the bus.
- If you walk to school, learn and practice the safety rules for pedestrians. Always cross at crosswalks, look both ways for on-coming traffic, obey all traffic signs, traffic lights and crossing guard's instructions.

For further information, please contact Sheriff Grayson Robinson at 720-874-4165.

**END**

