



Contact: Pete Lawrence  
Telephone 585/421-2028  
Cell Phone 585/721-0899  
Email: [peter\\_lawrence@airport.monroe.edu](mailto:peter_lawrence@airport.monroe.edu)

FOR IMMEDIATE RELEASE

### OPERATION SAFE STOP – 3/30/11- MEDIA HELP REQUESTED!

Everyday 50,000 Stopped School Buses are being Passed While Loading and Unloading Children in NYS.

On Wednesday, March 30, 2011, The Rochester Area Transportation Supervisors Association in partnership with the New York Association for Pupil Transportation and local law enforcement personnel will **host a press conference to help educate motorists about stopping for school buses loading and unloading children at the Greece Town Hall – 1 Vince Tofany Blvd. Greece, New York 14612 from 10:15 a.m. until 11:15 a.m.**

Despite the steep fines for passing a stopped school bus, (ranging between \$250 and \$1,000) our buses are being passed on a daily basis putting the lives on innocent children at risk. The first-time fine for illegally passing a school bus is a \$250 to \$400 fine, 5 points on your license, and/or possibly 30 days in jail. Last year across the country 18 children lost their lives around the school bus. In NYS, between the years 2002 through 2004, there were 69 students injured and one killed by motorists who passed stopped school buses. We need to get the message out that motorists need to use caution around the school bus and stop when the red lights are flashing.

Please join us for a press conference where we can make a difference and promote awareness to these sad statistics. There will be a photo opportunity for the media and time for interviews of law enforcement and transportation professionals from Monroe County at this event. We will host a 15 minute press conference followed by a 15-20 minute accident reenactment with a school bus, law enforcement and medical crews responding to a tragedy. Transportation professionals and elected officials will be available after the reenactment for interviews. It is our hope that community members will relate to the possibility of inattentive actions negatively affecting the lives of others if they choose to ignore NYS Vehicle and Traffic Law #1174.

In 2010, 110 police agencies with 912 officers participated in Operation Safe Stop, issuing 1,440 traffic citations for vehicles passing stopped school buses. In addition, 2,266 other traffic citations were issued as a result of this safety awareness campaign.

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Note: See map on the next page.

