



MEDIA ADVISORY
April 2, 2007

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Safe Kids Salt Lake County, FedEx Express Launch Pedestrian Safety Task Force

*Safety Experts, Community Leaders Unveil Pedestrian Safety Improvement Plan
for Arcadia Elementary 3461 West 4850 South Taylorsville, Utah*

WHO: Safe Kids Salt Lake County
FedEx Express
Arcadia Elementary
Granite School District
City of Taylorsville

WHAT: Safe Kids Salt Lake County and FedEx Express have convened a pedestrian safety task force of community leaders interested in child pedestrian safety. The task force will work throughout 2007 to purchase and install radar speed sign, install additional traffic and pedestrian signs, redesign the school parking lot, amend striping at parking zones, upgrade curb markings, upgrade and redesign traffic flow patterns and to improve the permanent walking conditions for child pedestrians in the City of Taylorsville, Arcadia Elementary School. The task force will announce its recommendations at a press conference on April 3, 2007 at 2:30pm.

This is the eighth year the Safe Kids Walk This Way program has been active in communities across the United States. Safe Kids Worldwide and FedEx Express focus task force efforts on making physical modifications to environments where children had been involved in vehicle crashes as pedestrians. This program is designed to change physical conditions and make the pedestrian environment safer for children to walk.

WHEN: April 3, 2007
2:30 pm

WHERE: Arcadia Elementary, 3461 West 4850 South, Taylorsville

WHY: In Salt Lake County approximately 200 (ages 0-14) children per year are struck by motor vehicles. Pedestrian injury remains the second leading cause of accidental death among children ages 5 to 14. Every year, nationwide, more than 630 children ages 14 and under die from pedestrian-related injuries and more than 30,000 go to the emergency room. Safe Kids Salt Lake County activities on are designed to help children walk safely all year round.

Safe Kids Salt Lake County works to prevent accidental childhood injury, the leading killer of children 14 and under. Its members include Utah Highway Safety, Utah Highway Patrol, Unified Fire, Jerry Seiner Chevrolet, SL Fire Dept., WVC Police, Clearchannel, Utah Safety Council, community members and Senator Orrin Hatch Honorary Chair and Honorary Supporter Senator Ed Mayne. Safe Kids Salt Lake County is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing accidental injury. Founded in 1992, Safe Kids Salt Lake County is led by Salt Lake Valley Health Department.

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