



MEDIA ADVISORY
April 8, 2008

Contact: May Romo
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Safe Kids Salt Lake County and FedEx Launch Pedestrian Safety Task Force

Safety Experts and Community Leaders Unveil Pedestrian Safety Improvement Plan for Valley Crest Elementary

WHO: Safe Kids Salt Lake County
FedEx
Granite School District
West Valley Mayor Dennis Nordfelt

WHAT: Safe Kids Salt Lake County and FedEx have convened a pedestrian safety task force of community leaders interested in child pedestrian safety. The task force will work throughout 2008 to add a school zone flasher, relocate one school zone flasher, remove existing crosswalk and sandblast existing school markings, add new school crossing and traffic calming signage, and add new ADA ramps to improve the permanent walking conditions for child pedestrians in the West Valley City, Valley Crest Elementary School. The task force will announce its recommendations at a press conference on April 9, 2008.

This is the ninth year the Safe Kids Walk This Way program has been active in communities across the United States. Safe Kids Worldwide and FedEx focus task force efforts on changing physical conditions and making the pedestrian environment safer for children to walk.

WHEN: 2:00 p.m. Wednesday, April 9, 2008

WHERE: Valley Crest Elementary
5240 West 3100 South
West Valley City

WHY: In Salt Lake County, approximately 500 pedestrians are hit by motor vehicles each year. Of those pedestrians struck, more than 150 were children ages 0 to 14 years. Pedestrian injury remains the second leading cause of accidental death among children ages 5 to 14. Every year, nationwide, more than 630 children aged 14 and under die from pedestrian-related injuries and more than 30,000 go to the emergency room. Safe Kids Salt Lake County activities 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 Council, Clear Channel Radio, Salt Lake Fire Department, Jerry Seiner Chevrolet, Molina Healthcare, Trikke Salt Lake, Miss Utah County, Unified Fire Department, Discovery Gateway, Utah Highway Patrol, Primary Children's Medical Center, Highway Safety Office, West Valley City Police Department, FedEx, and Babies R Us. Safe Kids Salt Lake County is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing accidental injury. Safe Kids Salt Lake County was founded in 1997 and is led by Salt Lake Valley Health Department.

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