



FOR IMMEDIATE RELEASE

CONTACT: Allison Kaminsky Putala
202-530-4688

School Bus Industry Encourages Parents and Children to “Love the Bus”

School Bus Drivers to be Honored for Valentine's Day and Throughout February

Washington, D.C. (January 27, 2009) – As part of the third annual *National Love the Bus* program, the American School Bus Council (ASBC) is encouraging parents, students and teachers to thank the men and women who take more than 26 million children safely to schools each school day.

The *Love the Bus* program, founded in 2007 and coordinated by the American School Bus Council (ASBC), is celebrated on Valentine's Day and throughout February in school districts across the country as a way to raise awareness and appreciation for the hundreds of thousands of school bus drivers who safely transport school children to and from school each day on 480,000 buses, the largest and safest transportation system in the country. It is also an opportunity for parents and children to learn more about the safety and environmental benefits of school bus transportation.

“Our school bus drivers ensure that our children arrive safely to and from school,” said Mike Martin, Executive Director at the National Association for Pupil Transportation and member of ASBC. “The service they provide allows parents to rest assured knowing that their children are well taken care of when they aren't with them,” he said.

To help celebrate *Love the Bus*, parents, teachers and children are encouraged to visit the program's Web site, www.LoveTheBus.com, to share stories about their favorite bus drivers, and make interactive valentines to email or print and give to their bus driver on Valentine's Day, February 14. Educators also may log on to, www.LoveTheBus.com to download an educator's toolkit, which provides details on incorporating *Love The Bus* into their lesson plans and offers best practices for communicating about pupil transportation.

“We're encouraging parents, teachers and children to thank school bus drivers for the wonderful job they do every day,” said Bob Riley, executive director of the National Association of State Directors of Pupil Transportation Services and member of ASBC. “*Love the Bus* officially takes place in February, but we hope they're recognized for their position as role models every day,” he said.

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Council Members

National Association for
Pupil Transportation

National Association of
State Directors of Pupil
Transportation Services

National School
Transportation Association

Bluebird Corporation

IC Corporation

Thomas Built Buses

Throughout February, the American School Bus Council and its members will hold a series of local events across the United States to educate parents and children about school bus safety. To learn more about the benefits of school bus safety log on to, www.americanschoolbuscouncil.com.

About the American School Bus Council

The American School Bus Council is a coalition of the school transportation industry -- including public and private transportation providers, school bus manufacturers and state officials responsible for pupil transportation. Council members are committed to providing safe, effective, efficient and healthy transportation for the more than 26 million schoolchildren who ride more than 480,000 school buses each day.

The Council's members include [NAPT](#) (National Association for Pupil Transportation), [NASDPTS](#) (National Association of State Directors of Pupil Transportation Services), [NSTA](#) (National School Transportation Association), [Blue Bird Corp.](#) of Fort Valley, Ga., [IC Corporation](#) of Warrenville, Ill., and [Thomas Built Buses](#) of High Point, N.C.

The American School Bus Council was formed in 2006 to educate parents, school officials and lawmakers about the essential role the yellow school bus plays in the safety, health, security and readiness of America's schoolchildren. Council members advocate for increased school transportation funding and advances industry standards on safety, security, environment, energy and access to education that are above and beyond state and federal law.

For more information, visit our Web site at www.americanschoolbuscouncil.org.