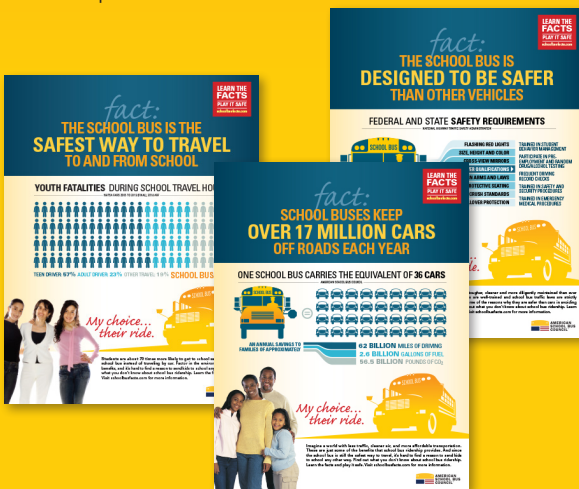




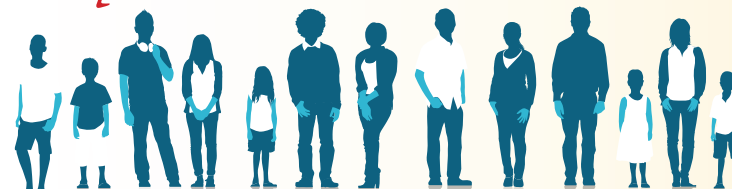
THE BENEFITS OF SCHOOL BUS RIDERSHIP

Less traffic, cleaner air and more affordable transportation—these are just some of the benefits that the school bus provides. And since the school bus is the safest way to travel to and from school, it's hard to find a reason to send kids to school any other way. Yet there are many people who still don't know how safe the school bus is, or how important it is to communities. So ASBC created the following material to inform communities about the safety statistics and benefits of the school bus, and to help them spread the word:

- Posters
- Fliers
- Animated infographics
- Tip sheets
- Social media graphics
- Drop-in articles



*Play it safe.
Respect the ride.*



KEEPING CHILDREN SAFE

Obstructed views and distracted drivers put kids at risk, which is why it's important that parents and educators talk to children about ways to stay safe in and around the school bus.

Motorists put children's lives in danger when they fail to stop for the school bus as it loads and unloads its passengers. Yet it's estimated that over 10 million drivers illegally pass school buses every year. So it's critical that motorists learn and follow the laws pertaining to school buses in their state.

The following material has been developed to help keep children safe:

- Fliers
- Animated infographics
- Brochure
- Tip sheets
- Social media graphic
- Drop-in article



SUPPORTING THE SCHOOL BUS

There's no question that communities depend on the school bus. But school bus service is often at risk when budget cuts are considered. So what can you do to keep school bus ridership strong in your community?

Support is key. Individuals, groups and communities can all play a role in protecting school bus service in your district. ASBC has developed the following material to help build community support:

- Posters
- Animated infographic
- Brochures
- Outreach guide*
- Tip sheets
- Print ads
- Drop-in article

** The outreach guide details ways you can use all the material found in the digital toolkit.*

SPREAD THE WORD. GET INVOLVED. SUPPORT THE SCHOOL BUS.

Find out what you don't know about school bus ridership. Visit schoolbusfacts.com to download material, and follow American School Bus Council at [facebook.com/lovethebus](https://www.facebook.com/lovethebus) to help spread the word.

**LEARN THE
FACTS
PLAY IT SAFE**
schoolbusfacts.com

