



# 2014 SCHOOL BUS SAFETY CAMPAIGN

Getting ready to go back to school is always an exciting time for Arkansas students and their families. While academic achievement is always a top priority, it is just as important to be mindful of student safety in and around school buses.

B.U.S. (Be Aware. U Stay Alert. So Kids Don't Get Hurt) Awareness is the theme for this year's school bus safety campaign. The effort is sponsored by the Arkansas Department of Education, Arkansas Association of Pupil Transportation, and concerned parents, educators and citizens across the state.

The B.U.S. Awareness campaign will begin August 11 and conclude August 29. Educators, parents, school bus drivers and community leaders throughout Arkansas will be reminding Arkansas motorists to obey all traffic laws whenever they are near a school bus. Drivers will also be reminded that it is illegal to pass a stopped school bus whenever its red lights are flashing and students are getting on or off the bus.

Materials for the campaign, such as a sample news release, sample letter to the editor and a tip sheet for parents, will be posted on the Arkansas Department of Education website by August 11.

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