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***B.U.S. Awareness**, a public awareness campaign reminds students, parents and motorists about the importance of school bus safety*

CITY – School bus safety is a critical issue for Arkansas schools and families. During a special three-week public awareness campaign, educators and community leaders across the state will actively work to remind students, parents and the community about the importance of school bus safety and related issues.

B.U.S. (Be aware. U stay alert. So kids don't get hurt) Awareness is the theme for the campaign, which will begin August 11 and conclude August 29. Schools and safety advocates throughout the Natural State will be using the three weeks as an opportunity to remind 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 a bus.

“This effort reminds motorists they play an important role in keeping our students safe,” said **[official's name and title here]**. “With schools set to begin a new year, we want to ask all motorists to exercise care and patience whenever they are near or around a school bus.”

The fines, penalties and punishment for anyone found guilty of illegally passing a stopped school bus were increased dramatically by Arkansas Code Annotated 27-51-1004, also known as Isaac's Law. The legislation passed by the Arkansas General Assembly in 2005 was named for Isaac Brian, an elementary school student in the Bryant School District who was struck and killed when a driver illegally passed his school bus while students were unloading.

“This campaign also serves as an excellent time to teach and reiterate to students and parents simple measures they can take while going to and from the bus stop, getting on and off the bus, and riding in the bus, “ said **[officials's name here]**. “It also gives us a chance to thank and honor the professional school bus drivers who devote themselves to transporting our most precious cargo.”

In Arkansas, a fleet of nearly 6,000 school buses transport more than a quarter of a million students to and from school and school-related activities each school day. In **[insert name of district here]**, nearly **[insert approximate number of student riders]** ride school buses each school day.

For more information about the B.U.S. Awareness campaign, please visit the ADE website, www.arkansased.org.