



Safe Kids Lead Organization

St Luke'sTM
Children's Hospital



*****MEDIA ADVISORY*****

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**SAFE KIDS TREASURE VALLEY AND FEDEX EXPRESS TO
WALK CHILDREN TO SCHOOL**

Volunteers Will Teach Children About Safe Behaviors on International Walk to School Day

WHO: Safe Kids Treasure Valley
FedEx Express
Governor Jim Risch
Koelsch Elementary School

WHAT: Safe Kids Treasure Valley and FedEx Express will educate children about walking safely as part of International Walk to School Day 2006. More than three hundred children from Koelsch Elementary School will participate in the Safe Kids *Walk This Way* program.

For the 6th year, volunteers will walk children to school in order to demonstrate important safety behaviors. **Great photo opportunities!**

WHEN: October 4, 2006
8:00-8:40 am – Governor's proclamation will be read at 8:35 am

WHERE: Koelsch Elementary School
2015 North Curtis Road
Boise, ID 83706

WHY: Pedestrian injury remains the second leading cause of unintentional injury-related death among children ages 5 to 14. Every year more than 630 children ages 14 and under die nationwide from pedestrian-related injuries. In 2004, more than 35,600 children ages 14 and under were treated in hospital emergency rooms for pedestrian-related injuries. Safe Kids Treasure Valley activities on International Walk to School Day are designed to help educate children and families about the importance of pedestrian safety.

THIS SATURDAY: In addition to Walk This Way, Safe Kids and FedEx Express will host a bike rodeo for Koelsch Elementary School students on Saturday, September 30 from 10 am to 1 pm. **Great photo opportunities!**

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Safe Kids Treasure Valley works to prevent accidental childhood injury, the leading killer of children 14 and under. Safe Kids Treasure Valley is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing accidental injury. Safe Kids Treasure Valley was founded in 1996 and is led by St. Luke's Children's Hospital.