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NAME: News Editors/ News Directors  
FROM: The Arapahoe County Sheriff's Office  
DATE: August 12, 2010  
TIME: 9:00 A.M.  
Phone: 720.874.4165

## MEDIA RELEASE

# SHERIFF ANNOUNCES BACK-TO-SCHOOL TRAFFIC SAFETY CAMPAIGN

In a continuing effort to ensure traffic safety through education and enforcement, the Arapahoe County Sheriff's Office will initiate "Operation Safe Start" a back-to-school traffic safety campaign. This traffic safety campaign is designed to educate motorists, parents, and children regarding accident prevention and safe pedestrian movement.

Operation Safe Start will begin on Monday, August 16, 2010, and continue until Friday, August 27, 2010. Additional enhanced traffic education and enforcement efforts will remain in place throughout the 2010-2011 school year.

Operation Safe Start will focus on motorists who: illegally pass school busses; speed in school zones; fail to wear, or ensure that their children wear, safety belts; and commit other unsafe driving actions in and around the schools located in the City of Centennial and Unincorporated Arapahoe County. The Sheriff's Office increased traffic safety program will be accomplished by assigning additional deputies to traffic education/enforcement responsibilities during the first two weeks of the new school year. In addition, variable message sign boards will be utilized in neighborhoods to notify motorists to exercise more caution now that schools are in session.

The beginning of the school year is a time when there is a greater risk of transportation related injuries to children. The fact that there are more children on the road each morning and afternoon, as well as changed driving patterns and fewer daylight hours elevates this risk. The Arapahoe County Sheriff's Office encourages all motorists, parents, and students to practice safe driving and pedestrian habits.

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**Tips for Motorists:**

- Slow down and obey all traffic laws and speed limits.
- Always stop for a school bus that has stopped to load/unload children.
- Be alert and ready to stop. Watch for children, especially where there are no sidewalks.

**Tips for Parents:**

- Help children learn and practice the safety rules for walking, bicycling or riding in a passenger car or school bus.
- Supervise young children as they are walking or biking to school.
- Be a good role model. Always buckle up and follow pedestrian safety rules.

**Tips for Students:**

- REMEMBER to always buckle up when riding in a car.
- Always ride in the back seat. It's the safest place for young people.
- Always wear a helmet and follow safety rules when riding your bike.
- If you ride a school bus, learn and practice the safety rules for waiting at the bus stop, getting on and off the bus, and riding the bus.
- If you walk to school, learn and practice the safety rules for pedestrians. Always cross at crosswalks, look both ways for on-coming traffic, obey all traffic signs, traffic lights and the crossing guard's instructions.

For further information, please contact Sheriff Grayson Robinson at 720-874-4165.

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