



## FOR IMMEDIATE RELEASE

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### **American School Bus Council to Launch Love The Bus Celebrations on Tuesday, February 4 at Two Orange County Public Schools (FL) Events**

American School Bus Council (ASBC) will launch its annual “Love The Bus” campaign at two separate Orange County Public Schools (OCPS) events in Orlando Florida. In the morning, there will be a student assembly at an OCPS elementary school. The assembly will be followed by a recognition of all OCPS transportation employees at the new OCPS transportation facility.

The program will start at 9:50 am at Rock Springs Elementary School with remarks by OCPS officials and the ASBC council. Then, A.L. Reeves, Director of Mentoring, at Harford County Public Schools in Baltimore, will speak to students, drivers and guests about the importance of the school bus helping to drive students to future success. ASBC will also recognize the school bus drivers and provide them a certificate and small gift.

The day’s celebrations will continue at OCPS’ new Pine Hills Bus facility at 5140 Pine Hills Road with a short program starting at 11:30 am. All OCPS’ transportation employees will be recognized. The three major school bus manufacturers – Thomas Built, Blue Bird and IC Bus will participate in the event and bring buses to view some of the latest technologies on school buses. Lunch will be provided to all attendees.

ASBC will video the two events and conduct interviews with district officials and employees to use in promoting 2020 Love The Bus activities nationally.

Launched in 2007, Love The Bus is a month-long celebration held every February. The event celebrates the importance and role of the yellow school bus in education, with a particular focus on thanking school bus drivers for safely transporting more than 25 million children to and from school every day. Love The Bus events are held at schools, school bus facilities, and other locations across the country. The events raise awareness and appreciation for the experience of riding the bus to and from school, and they recognize the diverse group of professionals whose daily efforts make the yellow school bus part of the fabric of American life.

### **School Districts and Contractors Encouraged to Celebrate Love The Bus**

During the month of February, local school districts and contractors are encouraged to hold their own Love The Bus events.

- **Post Activities on Social Media.** On the ASBC [Facebook](#) page or [Twitter](#), districts can share stories, videos and photos about how they observe Love The Bus. They should use [#LoveTheBus](#) or [@WELOVETHEBUS](#) so everyone can see what they’re doing. Based on the number of likes and how the posts commemorate the meaning behind Love The Bus, ASBC will award a \$250 first prize, \$150 second prize and \$100 third prize. Creators of the top three selected posts will receive VISA gift cards.
- **Don’t Forget to Download Love The Bus Materials.** At [www.lovethebus.org](http://www.lovethebus.org), ASBC provides downloadable materials to help with Love The Bus events, including certificates, cards and coloring sheets. ASBC’s color sheet, “Stop for Safety” reminds individuals to STOP when children are loading or unloading from the bus.
- **Share Articles or Photos.** Districts and contractors can also submit stories at [www.lovethebus.org](http://www.lovethebus.org).
  - **Recognize a Special Driver.** Submit a story about a driver or employee in school transportation who deserves recognition for their efforts in supporting student safety. Stories will be shared on the ASBC website. Let’s focus the national spotlight on the individuals who safely transport children to and from school.
  - **Share Photos or Tell Us About Your Love The Bus.** Share photos or stories [#LoveTheBus](#) and [@WELOVETHEBUS](#) with ASBC through twitter.

**About ASBC**

*ASBC is a coalition of public and private transportation providers, school bus manufacturers and state officials responsible for pupil transportation. The Council's members include NAPT (National Association for Pupil Transportation), NASDPTS (National Association of State Directors of Pupil Transportation Services), NSTA (National School Transportation Association), Blue Bird Corp. of Fort Valley, Georgia, IC Corporation of Lisle, Illinois, and Thomas Built Buses of High Point, North Carolina.*