



Student Transportation of America Partners with School Bus Safety Leader Promoting Child Safety On and Around the Bus

WALL, N.J. (January 21, 2019) – As a reflection of its continued dedication and commitment to safety awareness and education, [Student Transportation of America \(STA\)](#), an industry leader in school bus transportation, safety and fleet services, has partnered with [School Bus Safety Company, Inc. \(SBSC\)](#), North America’s premier school bus safety and training company, to bring further attention to passenger safety on and around the school bus. STA and its family of companies are making available a series of complimentary child safety videos to school districts, parents, students and the general public. Included in the video series is the SBSC *Danger Zones* program that addresses all aspects of reducing risk in the school bus “danger zone” areas, with a significant focus on correct street crossing procedures.

“Danger zones are where a child has the greatest risk of getting hurt or killed because those are the areas around the bus where drivers have limited visibility,” stated Shelly Hall, STA’s Vice President of Safety. “The [Danger Zones videos](#) can help prevent danger zone accidents that are unfortunately far too common. It would be prudent for students, parents and school officials to watch these videos and become better educated on how to behave on and around the school bus.”

In addition to the *Danger Zones* videos, which feature topics such as *Instructions to Students*, *Safe Pick Up & Drop Off Procedures*, *Crossing the Street*, and *Why Children Enter Danger Zones*, another series of children’s videos is also being offered by STA for the Pre-Kindergarten through 12th grade audience. [These videos offer invaluable safety tips](#) to help students realize the importance of taking school bus safety seriously and view best practices for daily riders that are potentially life-saving lessons.

“Naturally, we place the utmost importance on keeping children safe on and around school buses,” added Hall. “This series of safety-themed videos for children from Pre-K through 12th grade is a great offering for children, and really most everyone, to learn about safety practices and how to optimize safety on and around the school bus.”

For more information about Student Transportation of America, please visit www.RideSTA.com and visit www.sticareers.com/videos to view the child safety videos.

About Student Transportation of America

Founded in 1997, Student Transportation of America (STA) is an industry leader in school bus transportation, safety and fleet services. STA operates more than 13,500 vehicles, providing customers with the highest level of safe and reliable student transportation, management, logistics and technology solutions throughout the U.S. and Canada. Services are delivered by drivers, dispatchers, maintenance technicians, managers, information technology professionals and others, who are caring members of their local communities. For more information, please visit www.RideSTA.com.

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