

PROMOTIONS THAT WILL STOP TRAFFIC®

PRODUCT FEATURE

# Education



Quality, innovative and CPSIA compliant products that build your brand...and save lives!



## School Bus Zipper Pull (Prod#331)

Schools are actively running prevention programs to keep children safe. This item can be part of a safety awareness campaign for cycling, walking and school bus safety.

AS LOW AS \$0.54 (C)

## Case History:

### Objective:

In order to minimize elementary students (K-1) from getting on the wrong bus, an elementary school sought help in creating a program which would accomplish two things:

- (1) Make sure children got on the correct bus when going home
- (2) Provide a tool that would also allow the children to be safe when walking

### Strategy:

The school contacted their promotional products distributor for suggestions.

The distributor suggested using a colored bus approach in the bus loading zone via a reflective zipper pull that would be handed out to the kids the first day of school by their teachers.

### Results:

The childrens buses were assigned a color and the student received a reflective zipper pull in that same color. The children were taught safety practices when walking and riding and how their reflective zipper pull would make them be seen easier by cars on the road.

At the end of the school day, the teachers were out at the loading zone holding a color card in front of each bus. The children were told to match the color of their reflective zipper pull to the color of the card the teacher was holding.

The school (and the children) enjoyed this safety promotion so much because of the results, the school continues to order 250 zipper pulls in each of the CPSIA compliant colors at the beginning of every school year.