



MEDIA INFORMATION

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FOR IMMEDIATE RELEASE

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DRIVE SAFE CEDAR VALLEY AND WATERLOO POLICE COLLABORATE ON SCHOOL OUTREACH Organizations Work Together to Teach Traffic Safety to Elementary Students

WATERLOO, IOWA (March 20, 2015) – Drive Safe Cedar Valley, a Waterloo nonprofit dedicated to changing driving culture, is announcing their partnership with the Waterloo Police Department to visit Waterloo elementary schools and teach children about traffic safety.

Sergeant Brian Hoelscher and his team will visit first- through third-grade classrooms in Waterloo to talk about safety when riding, driving, biking and walking.

“The police department and many of the elementary schools have embraced our goal to educate our community about traffic safety starting at a young age,” said Mohammad Elahi, traffic engineer for the City of Waterloo Traffic Operations. “We hope that learning now will set children up for lifelong safety, and that they will go home and talk to their families about it, too.”

“It’s a nice change of pace to visit the kids,” said Sgt. Hoelscher. “We always look for ways to educate and improve our community, so when Drive Safe approached us with this idea we were happy to join them.”

Elahi said Drive Safe Cedar Valley would like to do similar work in other area schools, but more funding is needed.

“Those who share our passion for instilling traffic safety in future generations can donate at our website,” he noted. “We will continue applying for grants as well.”

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Materials and coordination from Elahi's team are funded by a small grant, and the police department's time is volunteered as part of their community service budget.

Drive Safe Cedar Valley began in 2007 as the first public awareness program of its kind in Iowa. To learn more or to donate to their ongoing educational and awareness efforts, visit www.DriveSafeCV.org or call 319-291-4440.

About Drive Safe Cedar Valley

Drive Safe Cedar Valley, a 501(c)(25) in Waterloo, is a nonprofit that promotes traffic safety awareness. As the first public awareness program of its kind in Iowa, the goal of Drive Safe Cedar Valley is to change the culture of driving. All citizens – drivers, passengers, bikers and pedestrians – are encouraged to become accountable for safety. This lifesaving program was initially funded by an Iowa Department of Transportation traffic safety grant. Now in its eighth year, Drive Safe Cedar Valley depends on gifts and in-kind contributions to keep it going and growing.

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PHOTO: Sgt. Brian Hoelscher

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