

Brandywine School District and 21st Century Insurance Partner to Launch 21st SafetyZone(TM) Program

PR Newswire

Several local schools in the Brandywine School District will help launch a new safety initiative designed to prevent speeding and pedestrian accidents around school zones. The 21st SafetyZone(TM) traffic safety program, developed by 21st Century Insurance and Financial Services, Inc., a member of the Farmers Insurance Group®, will be launched on Monday, August 30 from 8:00 a.m. to 9:00 a.m. at Lancashire Elementary School in Wilmington and Tuesday, August 31 from 7:00 a.m. to 9:00 a.m. at Lancashire Elementary School, Springer and Talley Middle Schools and Concord High School in Wilmington.

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"The 21st SafetyZone(TM) program is a community initiative we are launching to remind drivers to slow down in school zones and to watch out for children and pedestrians," said Jaynine Warner, communications and community relations manager for 21st Century Insurance in Delaware. "We will be out in force at local schools waving signs and offering information to schools and parents reminding them of the importance of driving safe, especially when children are present."

The program is being launched initially with the support of the Brandywine School District, the district's transportation services, and teachers.

"The most critical responsibility for any school or school district is the safety of its students," said Brandywine School District Superintendent Mark Holodick. "We are deeply grateful to 21st Century Insurance and its employees for donating their time to remind motorists that they can prevent a tragedy simply by slowing down and paying closer attention. The 21st SafetyZone(TM) program makes our streets safer for not only our children but all pedestrians."

A key component of the 21st SafetyZone(TM) program is to have volunteers, educators and other community supporters stand outside a school campus waving signs encouraging drivers to slow down and drive cautiously. In addition, 21st Century Insurance has developed an accompanying 21st SafetyZone(TM) Booklet, filled with games, puzzles and other fun activities related to safe driving. Participating schools are encouraged to have teachers at the designated schools assist students in completing the safety exercises.

The safety booklet also includes a section for parents, outlining things they can do to support safe behavior with their children and encouraging the adults to also practice safe driving procedures around school zones.

"We are thrilled to be able to launch this initiative in our own back yard," said Warner. "It's our hope that we'll be able to expand this quickly, not just locally, but to other districts where 21st Century Insurance is part of the community."

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