



LAKELAND FIRE DEPARTMENT

Media Release

FOR IMMEDIATE RELEASE

Date: Wednesday, August 13, 2014

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Lakeland Firefighters Will Remind Motorist School is Back in Session

Lakeland --- Summer fun is done and school is back in session starting Monday, August 18th for Polk County students. The Lakeland Fire Department (LFD) will be promoting safety in school zones as part of its *Back to School Safety Campaign*, for the fifth year in a row.

On Monday, August 18th, Tuesday, August 19th, and Wednesday, August 20th, 2014, LFD personnel will be in Lakeland school zones holding signs urging drivers to:

SLOW DOWN | BUCKLE UP | NOT TEXT and DRIVE

LFD will have a fire engine and/or rescue truck and its crew posted at high visibility roadways and intersections near thirteen elementary schools in the department's service area.

Children will be crowding sidewalks and crossing many streets on their commute to and from school. Often in their excitement, children neglect to follow basic safety rules so it is up to motorist to be extra vigilant and to drive safely. The Lakeland Fire Department's goal is to ensure that no child is injured this school year by a negligent driver. Since the beginning of this safety campaign in 2009, incidents involving motorist striking school bound pedestrians have steadily declined in Lakeland.

All emergency response units will remain in service while participating in the campaign and will continue to respond to emergencies with no interruptions in service.

The attached table details where and when LFD personnel will be located.

Gary Ballard, Fire Chief

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Lakeland Area Elementary School	Targeted Roadway / Intersection	Campaign Hours During Student Drop Off	Campaign Hours During Student Pick Up
Blake Academy	Hartsell Ave. / Sikes Blvd.	7:00 - 7:45 AM	2:15 - 3:00 PM
Carlton Palmore Elementary	Cleveland Heights Blvd. / Westover St.	7:00 - 7:45 AM	2:30 - 3:15 PM
Cleveland Court Elementary	Edgewood Dr. /Carolina Ave.	7:00 - 7:45 AM	2:15 - 3:00 PM
Dixieland Elementary	Ariana Rd. in front of school	7:15 - 7:45 AM	2:15- 3:00 PM
Jesse Keen Elementary	Wabash Ave. in front of school	7:00 - 7:45 AM	2:15- 3:00 PM
Lincoln Avenue Academy	Lincoln Ave. / 10 th St.	7:00 - 7:45 AM	2:15- 3:00 PM
North Lakeland Elementary	Robson St. / Baird Ave.	7:00 - 7:45 AM	2:30 - 3:15 PM
Philip O'Brien Elementary	Lime St. / Lake Parker Ave.	7:00 - 7:45 AM	2:30 - 3:15 PM
Rochelle School of the Arts	MLK Jr. Ave. / 10th St.	7:00 - 7:45 AM	2:00- 2:45 PM
Sleepy Hill Elementary	Griffin Rd. / Kathleen Rd.	7:00 - 7:45 AM	2:15 - 3:00 PM
Southwest Elementary	South Florida Ave. / Oak St.	7:00 - 7:45 AM	2:00- 2:45 PM
McKeel Academy Central *	North Florida Ave. / Oak St.	8:00 – 8:45 AM	3:00 – 3:45 PM
South McKeel Elementary Academy *	South Edgewood Dr. in front of school	8:00 – 8:45 AM	2:45 – 3:30 PM

* McKeel Academy Central and South McKeel Academy begin school on Thursday, August 14 and Friday, August 15 and will be visited then.

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