



701 E. Main Street  
Lakeland, FL 33801-5071

## Media Release

FOR IMMEDIATE RELEASE

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### Lakeland Firefighters Hit the Streets to Remind Motorists that School is Back in Session

LAKELAND -- On Monday, August 19th, Tuesday, August 20<sup>th</sup>, and Wednesday, August 21<sup>st</sup>, 2013, the Lakeland Fire Department (LFD) will be promoting driving safety by reminding motorists to slow down and buckle up in consideration of school being back in session. The LFD will have a fire engine and/or rescue truck positioned at the busiest intersections near thirteen elementary schools in the department's coverage area.

Firefighters will be holding signs encouraging safe driving and will be stationed at high visibility roadways and intersections near the schools. 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 motorists striking pedestrians have steadily declined.

LFD apparatus and firefighters will be targeting the following schools at these intersections during these times:

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 - 3:15 PM
Carlton Palmore Elementary	Cleveland Heights Blvd. / Westover St.	7:00 - 7:45 AM	2:15 - 3:15 PM
Cleveland Court Elementary	Edgewood Dr. / Carolina Ave.	7:00 - 7:45 AM	2:15 - 3:15 PM
Dixieland Elementary	Ariana Rd. in front of school	7:00 - 7:45 AM	2:00- 3:00 PM
Jesse Keen Elementary	Wabash Ave. in front of school	7:00 - 7:45 AM	2:00- 3:00 PM
Lincoln Avenue Academy	Lincoln Ave. / 10 <sup>th</sup> St.	7:00 - 7:45 AM	2:00- 3:00 PM
North Lakeland Elementary	Robson St. / Baird Ave.	7:00 - 7:45 AM	2:15 - 3:15 PM
Philip O'Brien Elementary	Lime St. / Lake Parker Ave.	7:00 - 7:45 AM	2:15 - 3:15 PM
Rochelle School of the Arts	MLK Jr. Ave. / 10th St.	7:00 - 7:45 AM	2:00- 3:00 PM
Sleepy Hill Elementary	Griffin Rd. / Kathleen Rd.	7:00 - 7:45 AM	2:15 - 3:15 PM
Southwest Elementary	South Florida Ave. / Oak St.	7:00 - 7:45 AM	2:00- 3:00 PM
* McKeel Academy Central	North Florida Ave. / Oak St.	8:00 – 9:00 AM	2:30 – 3:30 PM
* South McKeel Academy	Edgewood Dr. in front of school	8:00 – 9:00 AM	2:45 – 3:45 PM

\* McKeel and South McKeel will be visited on Thursday, August 15 and Friday, August 16 for their first days of school.

All units will remain available to respond to emergencies during these times. For more information contact Janel Vasallo at (863)834-8219 or [janel.vasallo@lakelandgov.net](mailto:janel.vasallo@lakelandgov.net).

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