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Press Release

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LIRR

IMMEDIATE

"Hold Your Child's Hand!" Is Key Element Of Latest MTA LIRR "Be Trainsmart" Safety Campaign

"Hold Your Child's Hand!" is the smart advice being offered to the riding public in the MTA Long Island Rail Road's latest installment of its "Be TrainSmart /Tune In To Safety" campaign. Adults are reminded "when children ride the train they may not be as aware of their surroundings. It is important for them to know about train safety, but it is even more important for an adult to watch out for them!"

Onboard posters and brochures stress several important safety points including: always hold your child's hand firmly when entering and exiting the train; look down, and step carefully over the gap; ask for assistance when lifting your stroller over the gap; carefully supervise your children, make sure they stay seated throughout the trip and never let them run or play in the aisle.

LIRR President Helena Williams said, "Safety is the number one priority of the LIRR. Reminding parents and adults to hold childrens' hands while boarding and exiting trains is especially important during the holiday/vacation season when there are so many other things going on. Being TrainSmart should be a priority for all parents and their kids year-round."

The "Be TrainSmart" safety campaign makes use of striking visuals and bright colors to attract customer attention. In-station and on-board announcements are another major element. As part of the campaign, key safety areas and behaviors are being targeted-one every two months-for better customer awareness. Following "Hold Your Child's Hand!", "Let them exit first!" and "Watch the gap!" LIRR customers can expect to see other major safety areas addressed including platform safety, grade crossing safety and escalator/stair use safety.

Children can also enroll in a safety contest entitled "I Can Step Over the GAP!" that includes ten prizes of LIRR Getaways to Manhattan attractions.

The "Be TrainSmart" safety campaign materials are available for viewing on the LIRR's website at www.mta.info/lirr.