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American School Bus Council to Launch Love The Bus Celebrations on Friday, Feb. 8 at East Aurora School District in Illinois

This year ASBC will launch its Annual February “Love The Bus” campaign with an assembly at the Fred Rogers Magnet Academy in East Aurora, Illinois. Several activities are planned at the school starting at 9:30 a.m. on February 8, 2019.

East Aurora School District 131 began regular daily yellow school bus service for the first time in August 2017. The School Board approved traditional bus transportation for roughly 3,000 students who live more than 1.5 miles from school in April 2017. In the *Chicago Tribune* article that ran on the new service, Ivonna Rodriguez, who has two children in the district, said she anticipated that the school buses would help children do better academically, since the children no longer have to walk in inclement weather. “The kids will be more rested when they arrive to school, and they will have time to have breakfast.” And, she added, “It’s good for parents who do not drive or have to be at work early.”

The 2019 Love The Bus program will start at 9:30 am at Fred Rogers Magnet Academy. Pastor A.L. Reeves, who presented at last year’s National School Transportation Association conference, will speak to the assembly. Robotronics’ Buster the School Bus is also scheduled to make an appearance. ASBC will provide Love The Bus T-Shirts to the 400 third through eighth graders at the school. ASBC also plans to recognize the 127 district bus drivers by supplying them with a tumbler labeled, “Thank You for Driving Students to Success.”

ASBC will video the event and conduct interviews with district officials, bus drivers and students for use in Love The Bus and other ASBC promotions.

Launched in 2007, Love The Bus is a month-long celebration held every February. The event celebrates the importance and role of the yellow school bus in education, with a particular focus on thanking school bus drivers for safely transporting more than 25 million children to and from school every day. Love The Bus events are held at schools, school bus facilities, and other locations across the country. The events raise awareness and appreciation for the experience of riding the bus to and from school, and they recognize the diverse group of professionals whose daily efforts make the yellow school bus part of the fabric of American life.

School Districts and Contractors Encouraged to Celebrate Love The Bus

During the month of February, local school districts and contractors are encouraged to hold their own Love The Bus events.

- **Post Activities on Social Media.** On the ASBC [Facebook](#) page or [Twitter](#), districts can share stories, videos and photos about how they observe Love The Bus. They should use [#LoveTheBus](#) or [@WELOVETHEBUS](#) so everyone can see what they’re doing. Based on the number of likes and how the posts commemorate the meaning behind Love The Bus, ASBC will award a \$250 first prize, \$150 second prize and \$100 third prize. Creators of the top three selected posts will receive VISA gift cards.
- **Don’t Forget to Download Love The Bus Materials.** At www.lovethebus.org, ASBC provides downloadable materials to help with Love The Bus events, including certificates, cards and coloring sheets. This year’s new color sheet, “2019 Stop for Safety” reminds individuals to STOP when children are loading or unloading from the bus.
- **Share Articles or Photos.** Districts and contractors can also submit stories at www.lovethebus.org.
 - **Recognize a Special Driver.** Submit a story about a driver or employee in school transportation who deserves recognition for their efforts in supporting student safety. Stories will be shared on the ASBC website. Let’s focus the national spotlight on the individuals who safely transport children to and from school.
 - **Share Photos or Tell Us About Your Love The Bus.** Share photos or stories [#LoveTheBus](#) and [@WELOVETHEBUS](#) with ASBC through twitter.