



## AMERICAN SCHOOL BUS COUNCIL™

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**For Immediate Release**

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### **LaHood On Board for Love the Bus 2013**

*Secretary of Transportation to speak at February event honoring school buses and their drivers*

**Alexandria, VA (January 25, 2013)** – The American School Bus Council announced today that Secretary of Transportation Ray LaHood has accepted an invitation to serve as the lead speaker at its 2013 Love the Bus Main Event on February 12<sup>th</sup> at Tuckahoe Elementary School in Arlington, VA.

Love the Bus, which began in 2007 and is held every February, is a month-long celebration of the importance of the iconic yellow school bus, and includes events at schools and other locations around the country. It raises awareness and appreciation for the experience of riding the bus to school and the diverse set of individuals whose daily efforts make the yellow school bus what it is today.

At the Main Event, elementary school students will hear from Secretary LaHood as well as locally-elected officials and school administrators about being respectful to their bus drivers and appreciating the safety, environmental, and congestion mitigation benefits of the yellow school bus. Secretary LaHood will be the first two-time headliner of Love the Bus. At the 2011 Love the Bus Main Event in Takoma Park, Maryland, he wowed a gym full of students with a lively question and answer session centered on the experience of taking the bus.

One group that will receive special recognition at the event is the hundreds of thousands of school bus drivers who safely transport millions of children to and from school every day. Tuckahoe Elementary students who participate in the event will draw pictures of their buses and even send Love the Bus Valentine's Day cards to their bus drivers. LoveTheBus.com includes an educator's toolkit for crafting bus-specific lesson plans and a variety of bus-themed downloads, such as Love the Bus t-shirt templates and bumper magnets.

Ken Hedgecock, Vice President of Sales, Marketing, and Service at Thomas Built Buses said "Love The Bus presents us with the opportunity to show our appreciation for the role each individual in the pupil transportation community plays in providing safe, efficient and effective transportation for our nation's children." National School Transportation Association Executive Director Ronna Sable Weber added, "Love the Bus is a tremendous opportunity for kids who ride the bus to show their appreciation for the drivers who take them to and from school, and focus on the important role the school bus plays in their day-to-day lives."

For more information about other Love the Bus events around the country or for assistance with planning additional events or procuring American School Bus Council marketing materials, interested individuals are asked to contact ASBC at 866-955-2722, or visit [www.americanschoolbuscouncil.com](http://www.americanschoolbuscouncil.com). ASBC can also be found at [Facebook.com/LoveTheBus](https://www.facebook.com/LoveTheBus) and [Twitter.com/WeLoveTheBus](https://twitter.com/WeLoveTheBus).

## **ABOUT ASBC**

ASBC is a coalition of parents, public and private transportation providers, school bus manufacturers and state officials responsible for pupil transportation. The Council's members include NAPT (National Association for Pupil Transportation), NASDPTS (National Association of State Directors of Pupil Transportation Services), NSTA (National School Transportation Association), Blue Bird Corp. of Fort Valley, Ga., IC Corporation of Warrenville, Ill., and Thomas Built Buses of High Point, N.C.