

**For Immediate Release**

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**RADAR SPEED SIGN COMPANY TEAMS WITH FEET FIRST  
TO PROMOTE SAFE ROUTES TO SCHOOL**

**Information Display Company Contributes Speedcheck Traffic Calming Displays to  
Increase Safety During “Walk & Roll To School Month” In Seattle Washington**

PORTLAND, OR – May 6, 2009 – Information Display Company, the largest dedicated manufacturer of radar speed signs has teamed up with Feet First to promote the development and use of safe walking routes to school. The company has donated the use of two portable SpeedCheck™ radar speed signs for Feet First’s “Walk & Roll To School Month,” an event designed to encourage both children and parents to walk together to school rather than drive.

Feet First, a non-profit advocacy group dedicated to the promotion of walking, is working with several Seattle-area elementary schools to encourage healthy walking habits among students. Throughout the month of May, children at these schools are being rewarded for walking or riding their bikes to school. Those living far from school are being encouraged to get dropped off at designated areas nearby and join other children and parents for the final walk to the school.



**The Feet First Chicken Helps Make Walking Fun**

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The two donated radar speed signs are being used to slow traffic and increase pedestrian safety in and around the walking route to Sanislo Elementary School, in Seattle, Washington. The speedcheck signs are stand-mounted, allowing for easy transport to locations along the route.

Feet First's Safe Routes To School program consists of several components designed to educate and encourage healthy walking habits. An initial step includes a walking audit of the school grounds and surrounding neighborhoods to assess areas of possible concern and ensure that the routes are safe for those who choose to walk.

"It's estimated between 21 and 25 percent of morning traffic in Washington State is made up of parents driving their children to school," said Jen Cole, Feet First's director of Safe Routes To School. "This can be hazardous for people – particularly around school buildings themselves. Half of school children hit by cars in school zones are actually hit by parents of students at the same school."

To help alleviate safety concerns associated with speeding drivers, radar speed signs are being used during the Walk & Roll Month events to slow traffic and remind drivers of the posted school zone speed limits. Studies have determined that speedcheck displays are one of the most effective – and cost effective - means of slowing traffic around neighborhood streets, playgrounds and schoolyards.

"The number of distractions facing drivers today is enormous," said Gary ODell, president of Information Display Company. "Radar speedcheck signs serve to remind drivers to check their own speed and to slow down when driving above the posted limit. If an accident does occur, the difference 5mph makes can be the difference between a scrape, serious injury or even death. As a partner of the National Safe Routes to School program, we applaud organizations such as Feet First, that assist in increasing safety for kids walking to school."

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“Building and maintaining safe walking routes for our children is one of our top priorities,” said Cole. “We are excited to have the support of Information Display Company in slowing down drivers and increasing safety for our walkers.

### **About Feet First**

Feet First is a 501(c)(3) non-profit organization serving Washington State, with a focus on the Puget Sound Region. They were founded in 1996 to promote the rights and interests of pedestrians and to encourage walking. Feet First is known around the region for its long history of innovation and volunteer activities. The organization now serves communities statewide and is regularly consulted and invited to participate in national initiatives and research programs. For more information on Feet First and its Safe Routes to School programs visit [www.feetfirst.info](http://www.feetfirst.info) or call (206) 652-2310

### **About Information Display Company**

For the past 15 years, Information Display Company has played a leading role in designing, testing and manufacturing radar speed displays for traffic calming. The company’s new [TrafficFlow™ Manager](#) is helping cities eliminate congestion and ensure the smooth flow of traffic through busy streets. As a result, SpeedCheck brand radar speed displays are used in more cities than any other brand. For more information, visit [www.informationdisplay.com](http://www.informationdisplay.com) or call (800) 421-8325.

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