

NEWS

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Florida Educators Honor Top Corporate Citizens in Child-Safety Initiative

*~Awards Presented to Macy's Florida and Royal Caribbean Cruises Ltd. by the
Florida School Boards Association ~*

TAMPA, FL- The Florida School Boards Association, Inc. (FSBA) presented awards to commend Macy's Florida and Royal Caribbean Cruises Ltd. for their visionary leadership and successful statewide efforts to inform and educate Floridians on keeping children safer. The event took place at the Grand Hyatt in Tampa, Florida and is part of a weeklong annual joint conference, held on behalf of school board members, superintendents and many other educational personnel from around the state.

The Safe Steps Initiative launched in July of 2006 and has been the most comprehensive statewide initiative ever undertaken to help protect Florida's children from abduction, Internet exploitation and other threats. The highly engaging and visible campaign generated extensive statewide media coverage through print, Internet, broadcast and its Website, www.safestepsfla.net.

Safe Steps commissioned a statewide poll showing alarming evidence about how parents believe that their children are at greater risk today than ever before. The educational initiative aims to educate parents and guardians by providing the tools they need to help protect children of all ages. The Website, www.safestepsfla.net, provides a range of easily accessible tips for parents and kids to help keep them safer while shopping, in the care of others, before and after school or while on summer break and online.

"Clearly, parents need and want help to keep the most important responsibility of their lives – their children – free from harm," said then Florida Attorney General Charlie Crist, who helped launch the initiative. "The environment is changing rapidly and parents need help understanding the risks. The critical factor is equipping parents with solid information and tips based on facts and not simply the perception of risks."

Together with The Office of the Attorney General of Florida, Macy's Florida, Royal Caribbean Cruises LTD, National Center for Missing and Exploited Children and Florida School Boards Association, Inc. (FSBA), Safe Steps successfully launched a campaign that reached millions throughout the state of Florida.

"Public-private partnerships are essential in public service campaigns like Safe Steps, Florida," said Ron Sachs, President/CEO of Ron Sachs Communications. "The coalition comprised of dedicated corporations and organizations involved in these efforts are what made this initiative a great success."

"The Florida School Boards Association is extremely thankful to have such strong group behind Safe Steps, Florida," says Wayne Blanton, Executive Director for Florida School Boards Association (FSBA), "without their help this initiative wouldn't have created the much needed awareness among Floridians."

The Florida School Boards Association (FSBA) would like to thank Macy's Florida and Royal Caribbean Cruises LTD for their outstanding support and commitment in helping to keep Florida's children safer.

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