



LAKELAND FIRE DEPARTMENT

Media Release

FOR IMMEDIATE RELEASE

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Lakeland Firefighters Will Remind Motorist School is Back in Session

Lakeland --- Summer fun is done and school is back in session for most Polk County students starting Monday, August 15, 2016. The Lakeland Fire Department (LFD) will be promoting safety in school zones as part of its *Back to School Safety Campaign*, for the seventh year in a row!

On Monday, August 15, 2016 (and August 18, 2016 at McKeel Central and South McKeel Academy), Lakeland Fire Department personnel will be in school zones holding signs urging drivers to:

SLOW DOWN | BUCKLE UP | DO NOT TEXT and DRIVE

LFD will have a fire engine and/or rescue truck and its crew posted at high visibility roadways and intersections near thirteen Lakeland elementary schools in the department's service area.

Children will be crowding sidewalks and crossing many streets on their commute to and from school. Often in their excitement, children neglect to follow basic safety rules so it is up to motorist to be extra vigilant and to drive safely.

The Lakeland Fire Department's goal is to ensure that no child is injured this school year by a negligent driver. Since the beginning of this safety campaign in 2009, incidents involving motorist striking school bound pedestrians have steadily declined in Lakeland.

All emergency response units will remain in service while participating in the campaign and will continue to respond to emergencies with no interruptions in service.

The attached table details where and when LFD personnel will be located.

~ END ~

Gary Ballard, Fire Chief

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WWW.LAKELANDGOV.NET/LFD



/LakelandFD



@LakelandFD

Participating School Name	Address	Neighborhood Fire Station	Safety Promotion Hours
Philip O'Brien Elementary	1225 E. Lime Street	Station 1	7:00 - 7:45 AM 2:30- 3:30 PM
Carlton Palmore Elementary	3725 Cleveland Heights Blvd. 33813	Station 2	7:00 - 7:45 AM 2:30- 3:30 PM
Cleveland Court Elementary	328 E. Edgewood Drive 33813	Station 2	7:00 - 7:45 AM 2:30 - 3:30 PM
Dixieland Elementary	416 W.Ariana	Station 2	7:00 - 7:45 AM 2:30- 3:30 PM
Southwest Elementary	2650 Southwest Ave.	Station 2	7:15 - 7:45 AM 2:30- 3:30 PM
Lincoln Avenue Academy	1330 N. Lincoln Ave.	Station 3	7:00 - 7:45 AM 2:30- 3:30 PM
North Lakeland Elementary	410 W. Robson St.	Station 3	7:00 - 7:45 AM 2:15 - 3:15 PM
Rochelle School of the Arts	1501 MLK, Jr. Ave.	Station 3	7:00 - 7:45 AM 2:30- 3:30 PM
Sleepy Hill Elementary	2285 Sleepy Hill Road	Station 3	7:00 - 7:45 AM 2:30- 3:30 PM
Blake Academy	510 Hartsell Ave. 33815	Station 4	7:00 - 7:45 AM 2:15 - 3:15 PM
Jesse Keen Elementary	815 Plateau Ave. 33815	Station 4	7:00 - 7:45 AM 2:15 - 3:15 PM
**August 18 ** McKeel Academy Central	411 N Florida Ave, Lakeland, FL 33801	Station 1	8:15 - 8:45 AM 2:15 - 3:10PM
August 18 South McKeel Elementary Academy	2222 Edgewood Drive South	Station 5	8:00 - 8:45 AM 2:45 - 3:30 PM