



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER  
SIR WILFRID LAURIER SCHOOL BOARD

NEWS RELEASE  
FOR IMMEDIATE RELEASE

## Laval Partners Unite for the Annual “Drop Me Off Safely” Campaign

**Rosemère, September 5, 2023** – As a long-standing tradition, key partners in Laval, including the Sir Wilfrid Laurier School Board, the Centre de service scolaire de Laval, and the Laval Police, are coming together to kick off the new school year with a strong focus on student safety during drop-offs around schools. This collaborative effort emphasizes our commitment to ensuring safe and smooth school transportation for everyone.



The “Drop Me Off Safely” campaign is an initiative of the Laval Police and has won the Recognition award granted by the *Association des directeurs de police du Québec*, in the Road Security category. Recognizing the importance of safety during the crucial moments of student drop-offs, the Laval Police have initiated this campaign to raise awareness and ensure the well-being of every student on their journey to school.

Once again this year, the campaign will be spread over four strategic periods of the school year, under various themes. In particular, the police will inform motorists of speed limits to respect, and mandatory stops to watch out for when a school bus turns on its flashing red lights.

“Our priority at the Sir Wilfrid Laurier School Board has always been the safety of our students and staff,” commented Paolo Galati, Chairperson of the Sir Wilfrid Laurier School Board. “Participating in the Laval Police’s ‘Drop Me Off Safely’ campaign aligns with our core values. We are proud to be an integral part of this important initiative, which underscores our commitment to fostering a secure environment for our students.”

Together, let’s make the safety of all school zones a priority to ensure we keep everyone safe.

For more information and engaging activities on bus safety, please visit the Sir Wilfrid Laurier School Board’s website: <https://www.swlauriersb.qc.ca/en/parents/transportation/swlsb-annual-school-bus-safety-program/>.

With a workforce of more than 2,000 employees, the Sir Wilfrid Laurier School Board is the third-largest English school board of the Province of Québec and boasts a graduation rate of 88.3%. Its territory comprises the administrative regions of Laval, Laurentides and Lanaudière. The school board provides preschool, elementary, secondary and adult education, together with vocational training services to over 14,000 students in 35 schools and 4 centres. It also offers business training services.

- 30 -

Source: Maxeen Jolin, Communications Coordinator | Coordonnatrice des communications  
[mjolin@swlauriersb.qc.ca](mailto:mjolin@swlauriersb.qc.ca), 450 621-5600, ext. 1385

T 450-621-5600  
T 866-621-5600

F 450-621-7929

235, montée Lesage  
Rosemère (Québec)  
J7A 4Y6



[swlauriersb.qc.ca](http://swlauriersb.qc.ca)

