



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

NEWS RELEASE
FOR IMMEDIATE RELEASE

Laval Partners Come Together for the Annual “Drop Me Off Safely” Campaign

Rosemère, September 5, 2024 – Key partners in Laval, including the Sir Wilfrid Laurier School Board, the Centre de services scolaire de Laval, and the Laval Police, are teaming up once again to launch the new school year with a focus on student safety. The initiative aims to promote safe driving habits around school zones during drop-off times to ensure the safety of students.



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 every student is safe on their journey to school.

Once again, the campaign will be spread over four strategic periods under various themes throughout the 2024-2025 school year. More specifically, the police will remind motorists of speed limits to respect and mandatory stops to watch out for when a school bus turns on its flashing red lights.

“Our focus at the Sir Wilfrid Laurier School Board is always the safety of our students and staff,” said the school board Chairperson Paolo Galati. “Being part of the “Drop Me Off Safely” campaign is important to us and we are proud to support this initiative to keep our students safe.”

Together, we can all make school zones safe for everyone.

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.

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Source: Maxeen Jolin, Communications Coordinator | Coordonnatrice des communications
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

