



School Crossing Guard Appreciation Week Takes Center Stage in Ontario from June 3rd to June 7th, 2024

Toronto, January 26, 2024 - The Ontario Traffic Council's School Crossing Programs Committee is excited to announce the expansion of the annual School Crossing Guard Appreciation Day into a week-long celebration, officially named **School Crossing Guard Appreciation Week**. Running from June 3rd to June 7th, 2024, this initiative aims to shine a spotlight on the dedicated individuals who tirelessly ensure the safety of our children as they journey to and from school.

What is School Crossing Guard Appreciation Week?

School Crossing Guard Appreciation Week is a week-long event dedicated to recognizing and honouring the essential contributions of School Crossing Guards in our communities. This initiative goes beyond a simple "thank you" and strives to create a heightened awareness of the critical role these unsung heroes play in promoting safe and active travel to school.

Why the Expansion?

Recognizing the vital contributions of School Crossing Guards deserves more than a single day of acknowledgment. By extending the celebration to a full week, the Ontario School Crossing Programs Committee aims to provide communities, schools, and local authorities with an extended opportunity to come together, express gratitude, and highlight the significance of the work carried out by these dedicated individuals.

Join Us in Celebrating School Crossing Guard Appreciation Week!

This is an open invitation to the media, schools, and local authorities to actively participate in and contribute to School Crossing Guard Appreciation Week. By collectively expressing gratitude, we can make this week a resounding success and create a safer and more appreciative environment for those who play a crucial role in ensuring our children's safety.

Schools: Engage students in creating thank-you cards or organizing events to express gratitude. Share stories of appreciation during school announcements.

Media Stations: Consider featuring stories on School Crossing Guard Appreciation Week, showcasing the invaluable contributions of local guards and the impact of their role on community safety.

Local Political Offices: Advocate for official proclamations recognizing School Crossing Guard Appreciation Week. Encourage participation in related events to underscore the importance of promoting safe travel.

For more information, please visit the Ontario Traffic Council website at www.otc.org or contact traffic@otc.org

About Ontario School Crossing Programs Committee

Ontario Traffic Council's School Crossing Programs Committee was created to implement a One Voice Approach for collaboration, sharing, review, guidance, support and resources and to streamline our School Crossing programs across the province for improved safety messaging, program delivery and support/promotion of safe and active travel to school.



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