

# 'Love the Bus' Event Held Across American Schools

Submitted by: Red Routemaster

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The American School Bus Council aim to raise levels of appreciation towards bus drivers who transport children arriving and departing from school. A spokesperson from RedRoutemaster, who hire London buses for several events, has responded to the US campaign.

Mark Rosekind, National Highway Traffic Administration Safety Administration (NHTSA) Administrator educated elementary students on school bus safety in Arlington, Virginia in February – a month where the 'Love the Bus' campaign takes places every year.

The ASBC have outlined their aims for "Love the Bus" on their website: "School bus drivers have made the Yellow School Bus the largest and safest transportation system in the country and are deserving of our thanks. By understanding the value of student transportation to our education system, Love the Bus promotes the idea that every person involved in our schools is critical to our children's success."

Christopher Grundler, EPA's director of the Office of Transportation and Air Quality, spoke about how clean diesel school buses help lower traffic congestion and pollution around schools. Three school districts in Texas are to share \$240,000 to replace older diesel with clean petrol. Projects of this nature have reduced carbon emissions for over 60,000 engines.

Parents and pupils are encouraged by the ASBC to speak out about advantages and drawbacks on school transportation and this month's 'Love the Bus' awareness aims to increase these conversations.

A spokesperson for RedRoutemaster (<http://www.redroutemaster.com/>) applauded the campaign: "Public transport is vital for people of all ages, but the school run is particularly important given the number of students that need to use it every weekday. This campaign can only help to lower carbon emissions and give bus drivers the credit they deserve.

"We host a range of events across London with our unique bus hire service by using vintage vehicles. Whatever the occasion you can be certain to have an unforgettable experience when you call on our expertise. If you require day trips or corporate events hosted in England's capital then we are the company to trust."

RedRoutemaster are a locally owned, family run company who hire out iconic Routemaster buses for special occasions such as weddings and birthdays, as well as tours and trips for large groups of people. With a number of fully licensed vehicles – all built in West London by official manufacturers during the 1950s and 1960s – available for hire, they have established themselves as market leaders in the field.