



FOR IMMEDIATE RELEASE

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Back to school safely: Excelsior Action Group and Boys & Girls Clubs of San Francisco partner to support local kids

(San Francisco — August 6, 2014) Excelsior Action Group (EAG) partnered with Boys & Girls Clubs of San Francisco's Excelsior Clubhouse, Supervisor John Avalos, Ingleside Police Captain Timothy Falvey, and Neighborhood Prosecutor Rani Singh to organize a Be Seen, Be Safe backpack giveaway to benefit one-hundred-and-fifty children. The backpacks were purchased with grant funding through State Farm, and featured reflectors on the back, sides, and straps. Reflectors improve pedestrian visibility to car drivers by about four times. Backpacks are items that many low-income parents in the Excelsior neighborhood have trouble affording, and pedestrian collisions were at a record high last year; therefore, this project was able to address both educational and safety needs with one item. In addition, community members donated school supplies so that the children have the opportunity to start the school year off right.

For health and environmental reasons, children are being encouraged to walk and bike to and from school or afterschool programs. However, many commute in the dark during the winter months, or travel during rainy or foggy weather, when visibility is poor. This is the time that pedestrian collisions increase significantly—up to seven times—making it imperative that efforts are made to improve drivers' ability to see them. Because backpacks are worn almost daily, there is no need to put on any special gear or remind children to use it, making this a smart safety item.

The event was part of Excelsior Action Group's "Be Seen, Be Safe" program. This program provides free reflectors and bike lights at events throughout the year. EAG has spearheaded ongoing efforts in pedestrian safety projects and advocacy and is working towards an Excelsior neighborhood where everyone is safe while walking and biking.

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About Excelsior Action Group

The Excelsior Action Group (EAG) is an economic and community development organization in San Francisco's diverse Excelsior District, and is funded through Bay Area LISC and the San Francisco Office of Economic and Workforce Development. EAG engages merchants, residents, neighborhood organizations, and city agencies in its efforts to revitalize Mission Street through free merchant technical assistance, beautification, greening, capital improvements, safety work, and public events. Through its actions, EAG seeks to achieve community strength and cohesion centered around a vibrant and active commercial corridor in the Excelsior. For more information about EAG, please visit our website at www.eagsf.org.

EAG is a fiscally sponsored project of Bay Area Community Resources. For more information about BACR, please visit <http://www.bacr.org/>