



For Immediate Release

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August 8, 2023

FULLERTON SCHOOL DISTRICT ***Back to School 2023: Who's In Your Crosswalk?***

(Fullerton, CA) – Fullerton School District (FSD) students return to campus for the 2023-24 school year on Monday, August 14, 2023. With the date fast approaching, signs around the community are reminding families of the upcoming school year and posing the question, ‘Who’s In Your Crosswalk?’

The new signs include images of School District Staff, City Officials, Community Partners, and, most importantly, STUDENTS, using crosswalks. The signs are not only a reminder of the August 14 start date, but also a plea for motorists to be aware of the crosswalks and especially those using the crosswalks.

During the last year, a student was struck in a crosswalk and dozens of others have been the victim of near-misses due to unsafe driving behaviors. Fullerton School District is asking everyone in the community to pay attention for the safety of everyone in the community. This is a reminder to be aware of the additional pedestrians and motorists that accompanies the return to school and to respect and follow crossing guard instructions.

A new staff addition to Fullerton School District is Luna, the HAWK in the CROSSWALK, who helps encourage people to be safety wise and watchful. Luna will be visible where there is an indication that unsafe driving behaviors have been observed around FSD Schools.

FSD is thankful for our partners in this collaboration, FSD Board of Trustees, Superintendent, and Executive Cabinet, City of Fullerton Mayor and Councilmembers, Fullerton Fire Department, City of Fullerton Streets and Operations, and Fullerton Police Department,

As a reminder, here are 10-key Back to School Traffic Safety Reminders to talk to students about when walking and biking to school.

1. Pay attention to traffic conditions - put your phones down and your heads up. Never cross the street distracted. No texting or talking on the phone or having headphones on – don’t miss what’s happening on the street.

2. Never run out into the street or cross between parked cars. Darting into the street accounts for the majority of child pedestrian fatalities.
3. Avoid mid-block crossing.
4. Always cross street corners where there are traffic signals, designated crosswalks and stop signs. If your crosswalk is equipped with a RREB (blinking sign), push the button and wait until traffic has stopped/cleared before entering the crosswalk.
5. Always look left, right and left again before crossing the street. Always make eye contact with drivers before crossing in front of them.
6. Always walk on sidewalks. If there are no sidewalks, walk facing oncoming traffic.
7. Beware of cars that are turning or backing up.
8. If walking when it's dark or hard to see, wear bright- colored clothes, and carry flashlights or wear reflective gear.
9. Never wait for the school bus in the roadway – stay on the sidewalk.
10. If a crossing guard is present, follow their instructions – they are working for your

The Fullerton School District is located in northern Orange County, California and serves over 11,600 students in grades TK – 8th. The Fullerton School District includes 21 schools, 15 elementary schools, two K-8th grade schools, three middle schools, and a distance learning and home school model. The mission of the Fullerton School District is to work collaboratively with the community to provide an innovative, high-quality educational program for all students in a safe learning environment. The District motto, “*Great Schools - Successful Kids*” exemplifies the belief that all students will achieve academic excellence, acquire interpersonal skills, and develop technological expertise to contribute as productive citizens in a democratic society. For more information, call 714/447-7400 or visit www.fullertonsd.org.

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For more information, please feel free to contact Dr. Chad Hammitt/Associate Superintendent at 714/447-7846