

M'AS-TU VU?

Campagne de sécurité
en transport scolaire
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Press release

For immediate release

Launch of the 33rd Did You See Me? Campaign **You Can't Ignore a School Bus!**

Québec City, February 1, 2021 – Today, the [Bus Carriers Federation](#) is launching the 33rd edition of its school transport safety campaign, [Did You See Me?](#), which will take place from February 1 to 14, 2021. Each year, this campaign brings together all the stakeholders in the school and transport environments to educate the public on the importance of adopting safe behaviours in the presence of school buses.

Still too many people choose to ignore the road signs and not slow down in a school zone or near a school bus, compromising the safety of our children. As the Federation reminds us through the *Did You See Me?* campaign, you can ignore many things in life, but not a school bus.

You can watch the video from the 33rd Did You See Me? campaign by clicking [here](#).

School transport in Quebec at a glance

- There are around 10,000 school bus drivers trained in Quebec.
- Over 534,000 students are transported across the province each day.
- Since 1986, there have been no deaths among school bus passengers aged 5 to 17.

Bus drivers: essential allies

The Bus Carriers Federation, its members, and its partners wish to take the opportunity to highlight the exceptional work of the bus drivers, who ensure children's safety and well-being on a daily basis. This year in particular, they have showed up and continued to accompany students despite the addition of major responsibilities and health requirements related to the pandemic.



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Quotes

“This school year has been marked by several twists and turns that have particularly affected student transport. I therefore wish to highlight the cooperation of the bus drivers, who have shown resilience and adaptability. Despite the context of the pandemic, school transport safety remains at the heart of our concerns. This is why your government is very proud to join the *Did You See Me?* campaign again this year.”

- *François Bonnardel, Minister of Transport and Minister Responsible for the Estrie Region*

“Generally positive, the road safety record shows the importance of continuing school transport awareness and prevention efforts. Student safety must remain at the heart of the public’s priorities. Adopting safe behaviours is essential. You can never be too careful on the road, especially in the presence of school buses!”

- *Stéphane Lefebvre, Chairperson of the BCF Board of Directors*

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Source:

Bus Carriers Federation

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