

Spider Mable helps ETS launch kids' safety campaign

Just in time for Halloween, Spider Mable is helping Edmonton Transit spread an important safety message to children with the help of other local heroes. Joined by uniformed members of Edmonton Transit System, Edmonton Police Services, Edmonton Fire Rescue Services and Emergency Medical Services, Spider Mable launched the Safe Person, Safe Place campaign.



"The ETS Safe Person, Safe Place campaign is about who and where you can go to for help in our community," said Dorian Wandzura, General Manager of Transportation Services. "We want people, including children, to know if they are lost or need help, Edmonton Transit can help connect them to first responders quickly. Our uniformed bus operators, inspectors, and transit peace officers are all safe people to talk to and our transit centres, LRT stations, and buses are safe places to go."

Safe Person, Safe Place follows ETS' summer campaign of zero-tolerance for sexual harassment and assault. The formal campaign launches in mid-November. Six-year-old Mable Tookey is helping to keep Edmontonians safe as Spider-Mable, an alter-ego she has adopted in her fight against leukemia.

For more information:

Visit: takeETS.com/SafeRide

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