



## VALLO TRANSPORTATION PROMOTES SECOND ANNUAL ANTI-BULLYING AWARENESS CAMPAIGN

### Students Pledge to Help Stop Bullying

### Council Member Mark Weprin Applauds Vallo for their Efforts

Whitestone, NY – November 24, 2014 – Vallo Transportation, an independent school bus company located in Whitestone, recently promoted their **No Bullying Zone** initiative to commemorate the conclusion of October's *National Anti-Bullying Awareness Month*. This endeavor emphasizes how Vallo champions student safety and encourages the community to work together to create a positive experience for students during the school year, both on or off school buses. "I applaud Vallo Transportation on yet another successful anti-bullying awareness campaign. Continually educating students about the potentially devastating effects of bullying will foster safer school environments," **Council Member Mark Weprin (D-Oakland Gardens)**.

This year, over 500 anti-bullying bookmarks and t-shirts were distributed to students who took the pledge to: *respect each other, refrain from bullying behavior and speak up to help a classmate if he or she is being bullied*. As part of this initiative, Vallo also provided parents with anti-bullying information and resources that outline how to recognize the warning signs and the effects of bullying, and where to go for help.

"Safety is the cornerstone of our bus service operation, so we felt it was important to involve parents and the community in this educational campaign. By elevating awareness of this timely topic and sharing information, we hope to encourage conversations and provide resources to those in need so that ultimately together we become part of the solution that minimizes this negative behavior," added **Ms. DeSabato**.

A major component of this initiative is employee training. Last school year, Vallo added an extensive learning module to its annual employee training that outlines how to recognize bullying behavior, how to properly intervene, and how to create a supportive school bus climate. It's now a permanent part of their curriculum.

"It's important that students feel safe on many different levels when traveling with us. This campaign ensures our drivers are equipped with extensive knowledge on recognizing bullying, and how to properly report it and intervene when necessary. Each year, new families contact us for private bus service. This is an opportunity for us to not only remind returning students and families that we've declared our school buses as a *bully-free zone*, but it gives us the opportunity to introduce the campaign to new families and others throughout the community as well," stated **Linda DeSabato, President, Vallo Transportation Ltd.**

More information about Vallo Transportation's anti-bullying initiative and resources can be found on their website at [www.ValloTransportation.com](http://www.ValloTransportation.com).