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## Annual First Rider program highlights bus safety for young students

**For Immediate Release, August 7, 2025:**

The school year is getting off to a safe start with Central Alberta's youngest students. Children and their parents are invited to participate in the annual First Rider Event, which is free to attend and is based in four Central Alberta communities.

Each of the participating four school divisions are working together to run the event. Chinook's Edge, Red Deer Public, Red Deer Catholic, and Wild Rose School Divisions as well as Prairie Bus Lines are involved, and will have coordinators and staff members at each location to help students and their parents.

Students will have the chance to:

- Watch a Winnie the Pooh school bus safety video
- Learn how to ride the bus safely when the bus is moving
- Practice safely entering and exiting a school bus
- Experience a short school bus ride
- Participate in an emergency evacuation

The First Rider program has been successful each year since it began in 2009, giving young people a better understanding of safety just in time for school start-up.

**First Rider will be offered from 3:00 to 7:00 pm on the following dates and locations:**

**Red Deer & area - Tuesday August 12**

St. Joseph High School - Red Deer

**Olds & area - Wednesday August 13**

École Deer Meadow School - Olds

**Rocky Mountain House & area - Wednesday August 20**

West Central High School / St. Dominic High School - Rocky Mountain House

**Drayton Valley & area - Thursday August 21**

Frank Maddock High School - Drayton Valley

For more information, please see the First Rider brochure, [here](#).

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*MEDIA: For more information please contact*

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