



This is the official newsletter of **Operation Lifesaver Utah (OL Utah)**, a highway-rail grade crossing safety program and a railroad trespass prevention program. To unsubscribe to this newsletter, please contact Vern Keeslar at olut@digis.net or call 801-310-1035.

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State Coordinator's Message – Quarterly Meeting Concentrates on Training

Operation Lifesaver Utah held its quarterly meeting on Friday, November 19, 2010 at the Utah Trucking Association's training room. More than 35 people showed up to participate in this training session. Several training topics were discussed and new Operation Lifesaver Utah shirts were distributed to all in attendance. Thanks to all those presenters and safety partners who participated in our updated training session.

Operation Lifesaver Unveils Redesigned National Website

WASHINGTON, DC, November 4, 2010 ó Operation Lifesaver Inc., the national, non-profit rail safety education group, today unveiled its redesigned website (www.oli.org) to reach new audiences and further its mission of preventing tragic deaths and injuries around train tracks. The dynamic site design uses videos, photographs and stories of real families to ensure that visitors come away with a safety message.

“We want to attract audiences of all ages with compelling videos and real stories of people who have been affected by train-related incidents,” noted Operation Lifesaver President Helen Sramek. “Our goal is to communicate the critical importance of safe behavior around tracks. Getting these messages across really is a matter of life and death.”

“The design incorporates our vision for a website that makes an immediate impression on first-time visitors while improving navigation for our existing audiences,” noted Sramek. “The NewCity team succeeded in transforming the look of Operation Lifesaver's website while incorporating the latest video and social media tools,” she said. New features on the website include:

- Rotating scenarios on the home page illustrating the statistic that about every three hours in the U.S., a vehicle or person is hit by a train.
- A new “impact” section with real stories from people whose lives have forever been changed by vehicle- or pedestrian-train incidents.
- A new “videos” section that allows visitors to view and share Operation Lifesaver's newest public service announcements and excerpts from safety and training videos.
- Simplified navigation through six main categories, and “quick links” to popular pages from the home page.

Major funding for the redesign comes from a Federal Railroad Administration grant. “We are grateful to our safety partners at the Federal Railroad Administration and the U.S. Department of Transportation for making this redesign possible,” Sramek concluded.

Times Square to Flash OL's Safety Message from Thanksgiving through New Year's

NEW YORK, NY, November 23, 2010 ó Operation Lifesaver's safety message for drivers will be seen in Times Square on the CBS "Super Screen" throughout the entire holiday season" beginning with the Macy's Thanksgiving Day Parade on Thursday.

Between Thanksgiving and New Year's, Operation Lifesaver's Distracted Driver Public Service Announcement (PSA) will play 18 times a day on the 520 square-foot screen, issuing a warning to revelers through the story of the texting teen driver and her friend, who ignored the flashing lights at the railroad crossing í and paid the price.

"The youthful demographics of Time Square during the holiday season and the ability to reach this critical audience with our safety message make this a tremendous opportunity," noted Operation Lifesaver President Helen Sramek.

New York City's population swells during this period, giving millions of people a chance to glimpse OL's PSA and to heed its warning to "Stay Focused. Stay Alive!" The opportunity to showcase a rail safety message at Times Square was made possible at the last minute when CBS Outdoor needed to find a non-profit group with a suitable video message. Fortunately OL had an award-winning spot

ready to go. The photo below is of Times Square showing the Operation Lifesaver message.



OL Utah Booth Update

Operation Lifesaver Utah was busy as ever attending public events all over Utah and displaying our booth. Operation Lifesaver Utah has attended the following for the fourth quarter of 2010:

- Wasatch Elementary Safety Fair in Clearfield in October
- Head Start Fair in Midvale in November
- Head Start Fair in Salt Lake City in November
- Head Start Fair in Tooele in November
- Wasatch Rails Model Train Show in Salt Lake City in November
- Head Start Fair in West Valley City in November
- Utah Symphony Polar Express in Salt Lake City in December

Five Rail Safety Tips for Winter Travel from Operation Lifesaver

WASHINGTON, DC, December 21, 2010 ó Operation Lifesaver (www.oli.org), the rail safety education nonprofit organization, is offering motorists and pedestrians five safety tips to ensure a safe and happy holiday season.

"We're providing these rail safety tips for winter travel to remind drivers and pedestrians of the need for caution around tracks and trains," said Helen Sramek, president, Operation Lifesaver, Inc. "Our number one safety tip: Always Expect a Train."

While highway-rail grade crossing collisions and pedestrian-train incidents have been reduced significantly in the nearly four decades Operation Lifesaver has been making safety presentations across the U.S., there is still work to be done. Preliminary Federal Railroad Administration statistics for the first nine months of 2010 show that vehicle-train collisions are up three percent and pedestrian rail casualties are up six percent from 2009, Sramek noted.