

Bus Press Releases

Local Non Profit Utilizes City Buses to Educate and Inform the Community during Child Abuse Prevention Month

Residents of Northwest Washington, DC and Northern Virginia may notice something unusual about some city buses. This April, in conjunction with Child Abuse Prevention Month, 8 Omni Link Buses in Prince William County, Virginia and 8 Metro buses in NW Washington will display back panel posters directed at the Prevention of Shaken Baby Syndrome. This newest initiative is part of an ongoing national campaign, overseen by Shaken Baby Prevention, Inc, a nonprofit organization whose goals are directed to education, awareness and prevention of shaken Baby Syndrome.



Panel Advertising on the back ends and sides of local buses is one way that businesses can reach out and target the community. The panel utilized in this campaign is somewhat graphic and may be disturbing for many... it hopes to create a direct response to what is a very real and disturbing account of child abuse.

“Shaken Baby Syndrome continues to shatter the lives of children and families across our nation. It is important that we work together to ensure that we are effectively preventing and prosecuting cases so no child will have to suffer this tragedy.” (*Catherine Sanders, Director*)

Past campaigns have included Billboard displays, as well as national and local and national television presence. The Omni Buses will travel up Interstate 95 and the Metro buses will travel in Northwest DC and will be visible to commuters daily.

The campaign will run for 1 month.

For more information call **Catherine Sanders** at (703) 966-2091 or email her at catherine@sbsprevention.com.