

**FOR IMMEDIATE RELEASE**

## **Essexville Takes Action for Student Safety: Crossing Guard Hired for Intersection of Pine Street and Borton Avenue**

ESSEXVILLE, MI (January 17, 2024) – The City of Essexville is proud to announce the hiring of a crossing guard to ensure the safety of students at the busy intersection of Pine Street and Borton Avenue. This proactive measure comes in response to growing concerns about student pedestrian traffic in the area, particularly during school arrival and dismissal times.

“The safety of our children is our top priority,” stated Essexville City Manager Craig Goulet. “We are committed to creating a safe and secure environment for students to walk to and from school within our community. The addition of a crossing guard at this intersection will provide much-needed assistance and peace of mind for both parents and students.”

The new crossing guard will be responsible for:

- Assisting students in safely crossing Pine Street at Borton Avenue during morning and afternoon hours.
- Enforcing traffic laws and stopping vehicles to allow students to cross safely.
- Promoting pedestrian safety awareness through education and engagement with students and families.

The City of Essexville and Essexville-Hampton Public Schools encourages all students to practice safe pedestrian habits:

- Always use crosswalks and look both ways before crossing the street.
- Never walk or run into traffic.
- Obey the crossing guard's instructions.
- Make eye contact with drivers before crossing.
- Never assume a vehicle will stop.
- Wear bright or reflective clothing to be seen more easily.
- Put away distractions like phones or headphones while walking.

“We believe that by working together, we can create a safer and more walkable community for everyone,” said Dr. Justin Ralston, Superintendent of

Essexville-Hampton Public Schools. “We are grateful to the City for taking this important step and look forward to partnering with them to ensure the well-being of our students.”

The new crossing guard will begin their duties on Thursday, January 18, 2024. The City of Essexville encourages all residents to be aware of the new crossing guard and to do their part to keep our streets safe for students.

###

**Inquiries:**

Craig Goulet

Essexville City Manager

[cmanager@essexville.org](mailto:cmanager@essexville.org)