



LEIA Launches New Children's Safety Campaign 'Liam Loves Escalators'



LEIA (the trade association and advisory body for the lift and escalator industry) are delighted to introduce the latest instalment in their 'Liam Loves' children's safety campaign series; introducing 'Liam Loves Escalators'.

The 'Liam Loves' safety awareness campaign by LEIA is all about encouraging children and their families to stay safe when using lifts and escalators and includes a series of fun, free and educational books for young children to enjoy and learn from.

One of LEIA's key objectives is to provide advice on health, safety and standards and the 'Liam Loves' children's safety campaign highlights their commitment to this cause.

Liam is an inquisitive little boy whose love of exploring can sometimes cause him and his favourite toys to get into mischief.

In the first book, 'Liam Loves Lifts', Liam and his toy tiger, Stripey get into a spot of trouble when Stripey's tail gets caught in a lift's sliding doors, teaching little Liam to be careful when using lifts to keep 'little fingers', and 'little tails', safe.

Following on from last year's successful safety campaign, LEIA have once again launched a free children's story book (and this time a poster too), aimed at educating children (and parents) about how to use escalators safely.

Both entertaining and educational, the new 'Liam Loves Escalators' children's storybook and poster continues the story of Liam, the inquisitive little boy from the first story. Liam is now a few years older and children will get to join Liam and his toy dinosaur in his latest adventure as he learns about the 'Do's' and 'Don'ts' of escalator safety through a series of fabulously fun illustrations.

The escalator safety awareness campaign is now in full swing and the hope is that this will raise awareness around the issues of child safety when it comes to escalators, to help prevent future incidents.

The free 'Liam Loves Escalators' storybook also comes with a poster for the little ones to colour-in, and as part of the campaign LEIA will also be running a colouring competition to give children their chance to win their very own dinosaur cuddly toy, just like Liam's!

The competition will run on the 'Liam Loves' Facebook page (<https://www.facebook.com/liamloves/>), where LEIA are also inviting parents and families to share their thoughts, stories and pictures of their little ones enjoying the 'Liam Loves Escalators' book and poster.

'Liam Loves Escalators' is available to order now!

To find out more about the new children's safety campaign visit the LEIA website <https://www.leia.co.uk/>

Or to order your free copy visit www.liamlovesescalators.com

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