

LEIA is the trade association and advisory body for the lift and escalator industry. With a membership covering some 85% of the lift and escalator industry, LEIA represents a single voice for the sector.

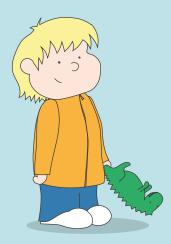
> Liam Loves Lifts – published 2016 Liam Loves Escalators – published 2017

Illustrations, story, design and campaign by bandv © LEIA Aug 2017 www.LEIA.co.uk www.b-v.co.uk

This book is published by the Lift and Escalator Industry Association. Liam's adventures are designed to help children and their parents learn how to use lifting equipment responsibly, to have fun and to stay safe. Just like cars, lifts and escalators are powerful machines that make our lives easier. And, just like cars, we must enjoy using them by following the safety rules.

Liam loves lifts and escalators and wants you to love them too!

Liam Loves Escalators!



"Today we are going to buy you some new shoes Liam, and if you are sensible, you can go on the escalator at the shopping centre." says Daddy.

"Roary likes escalators, Daddy," says Liam. "(an he come too?"



"Before we go on the escalator we must look at how to ride safely," says Mummy. "Stand still and look forwards and you must hold my hand," Mummy reminds Liam.

"oh look Mummy," says Liam, "the escalator has got big teeth like Roary! I'm stepping over those!"

Escalator Rules

- Keep scarves, coats, toys close to you
- · Always wear shoes
- Children always hold an adult's hand
- Stand only and face forwards
- Step carefully over the teeth

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- Stand carefully
- Never sit down
- Never play or climb on the escalator
- No buggies, trolleys or large 🗙 packages

Liam rides the escalator holding Mummy's hand. Roary holds Liam's hand too. "Stand carefully in the middle of a stair tread, watch how they move," instructs Mummy . "Here we go!" "I love escalators!" Liam announces.

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As Liam gets to the top of the escalator another set of teeth appear. "Watch me jump over the teeth Mummy," he calls.



"I want to wear my new shoes now," insists Liam. "(an 1? (an 1?" "I think so Liam. We will ask the lady to put your old ones in a bag for you," suggests Mummy.

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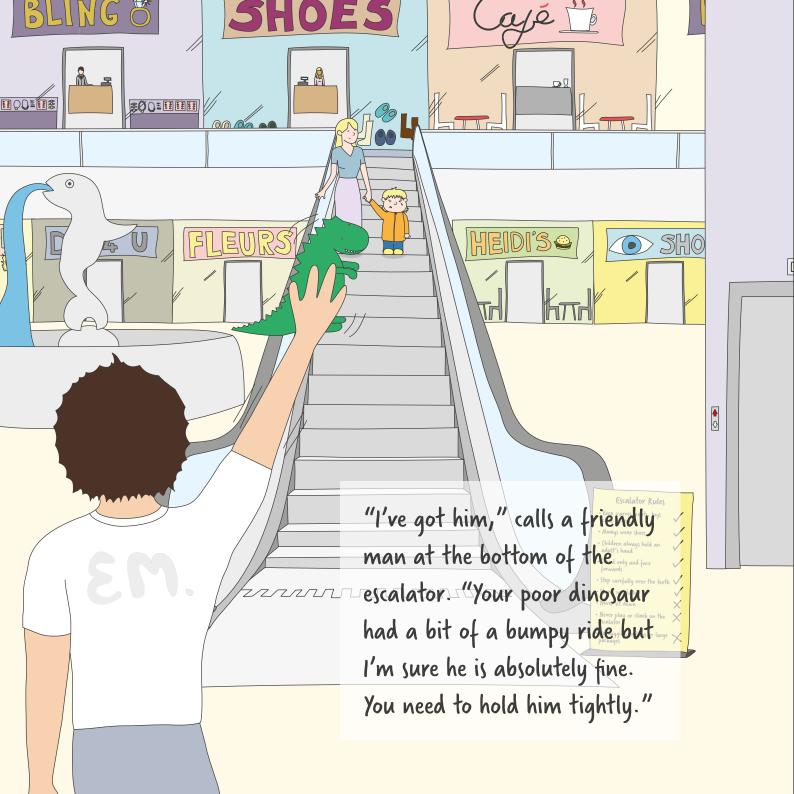
"(an I carry my old shoes?" asks Liam. "Sorry Liam, but 1 think I will take the bag with me in the lift," insists Daddy."You can't really hold it high enough from the escalator stairs for safety and you have Roary to carry too!"

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"(ome on Roary, let's go down the escalator. It's a little bit high, but you'll be fine if you hold my hand." "Don't forget you have to hold mine too, Liam," says Mummy.

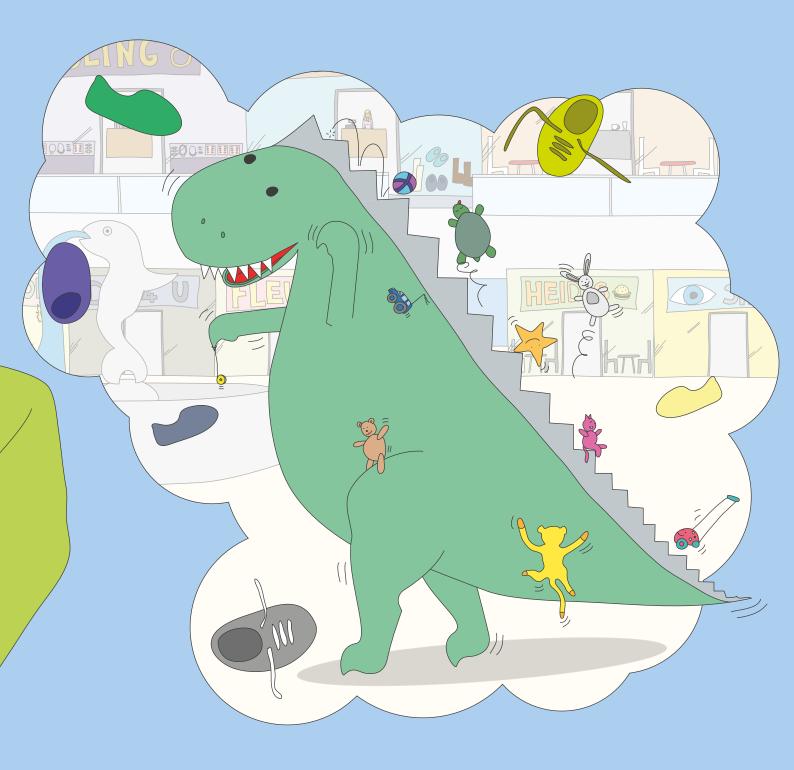
"I'm jumping the teeth again Mummy," says Liam excitedly.

"oh no!" shouts Liam, starting to cry, "Roary is going to be eaten by the escalator!"



"Thank you so much," says Mummy to the man, "I'm glad my little boy was holding my hand carefully." "Mummy," says Liam very seriously, "I think you should tell Roary he won't be able to come out with us if he ever does that again!" "What's happening?" says Daddy as he arrives from the lift. "Oh dear, is Roary in trouble again? He needs to be very careful on an escalator, doesn't he Liam?"

That night Liam has a dream. He dreams that he and Roary go to the shopping centre alone and the escalator turns into a huge dinosaur with great big teeth. The Escalatosaurus is roaring because toys are climbing on the outside of him, as if he were a climbing frame, and he's shaking them all off. In the dream Liam shouts 'STOP! Don't you know you cannot play on an escalator – it will eat you!'



When Liam wakes up from his dream he is a little bit scared. He tells Daddy about his dream.

"It must have been an Escalatosaurus!" says Daddy, hugging Liam. "It was Daddy," laughs Liam, "a bit like Roary - but he is a little bit scared of the Escalatosaurus!"

"I still love escalators!" announces Liam.

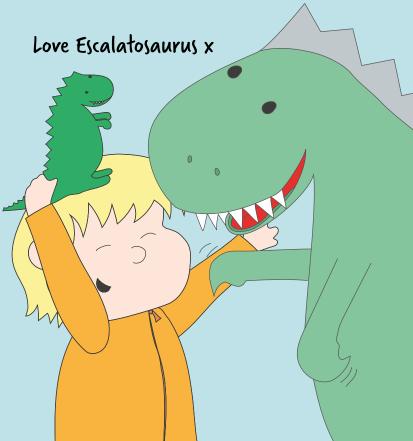
"Me too," admits Daddy, "let's go back to see the Escalatosaurus again, but I think this time we'll leave Roary at home!" Hello Friends I am the Escalatosaurus I'll give you a wonderful ride Stand carefully on my stair tread And enjoy a wonderful glide

To travel, hold an adult's hand or the handrail, if you're tall Step carefully on and off me Be sure you do not fall

My Escalatosaurus smile Has two sets of teeth, like you Be careful not to touch them My teeth can also chew!

Never sit or climb on me It makes me really quite cross Just remember, just like grown-ups, I really am always the boss Liam loves lifts and loves escalators He could go up and down all day But he must remember their dangers If ridden in the wrong way

So stay safe and enjoy your travels And remember this saying too: 'If you're kind to an Escalatosaurus Then he'll be kind to you.'



Liam Loves Escalators!

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Liam's adventures are designed to help children and their parents learn how to use lifting equipment

responsibly, to have fun and to stay safe. Enjoyed this book? Read Liam Loves Lifts!

Remember to...

- Always look at the safety signs / point them out to your children
- Keep scarves, coats, toys close to you never let them drag on the ground/escalator
- · The moving handrail is for adults to hold on to when travelling
- · Small children should always hold an adult's hand when travelling
- · Keep standing when travelling and face forwards
- Step on and off the escalator lifting your feet carefully over the teeth
- Always wear shoes but be careful of rubber footwear
- Stand in the middle of the stair tread
- Never sit down on an escalator
- Never play near an escalator they are machines like cars, but with no driver to see you
- Never climb on the outside of an escalator they are machines like cars and they are not to climb on
- Escalators are not for moving child buggies, shopping trolleys or large packages use the lift

