



KIMBERLY SCHOOL DISTRICT

Kimberly School District Partners with First Light Safety Products and the Idaho Department of Education to Enhance School Bus Safety

Kimberly, Idaho – January 16, 2025 – Kimberly School District is proud to announce an exciting new partnership with First Light Safety Products and the Idaho Department of Education to enhance the safety of students traveling to and from school. This collaboration will bring innovative solutions to address the growing concerns of illegal passing of stopped school buses, a dangerous trend that has been on the rise across the nation.

First Light Safety Products, a leader in advanced safety technology, is known for its cutting-edge illuminated school bus signs designed to improve visibility and reduce stop arm violations. These high-visibility signs are intended to alert motorists when a school bus is stopping, significantly decreasing the likelihood of accidents, and protecting the lives of students.

“As a district, we believe that the safety of our students is always our top priority,” said Matthew Searby, Kimberly School District Director of Operations. “With the increasing number of drivers illegally passing stopped school buses, we are committed to taking proactive steps to ensure that our students are safe during their daily commutes. Partnering with First Light Safety Products and the Idaho Department of Education will help us address this critical issue head-on.”

Illegal passing of stopped school buses continues to be a nationwide concern, with an alarming number of motorists disregarding the law and putting students at risk. According to recent data, every day across the U.S., nearly 100,000 vehicles illegally pass a stopped school bus. The introduction of illuminated signs from First Light Safety Products is an important step in combating this dangerous trend.

This partnership marks an important milestone in Kimberly School District’s ongoing efforts to keep students safe, and we are proud to lead the way in adopting new technology to address modern safety challenges.

For more information, please contact Kimberly School District at 208-423-4170.

About Kimberly School District

Kimberly School District is committed to providing a safe, supportive, and nurturing environment for students, with a focus on academic excellence and personal growth. Located in Kimberly, Idaho, the district serves a diverse community of students and families. www.kimberly.edu

About First Light Safety Products

First Light Safety Products is a leading provider of innovative safety solutions for school buses. Their mission is to improve safety for students and reduce the number of school bus stop arm violations through advanced technology and visibility solutions. www.firstlightsafety.com

About the Idaho Department of Education

The Idaho Department of Education provides leadership and support to the state's public education system, ensuring that all students have access to high-quality education and safe learning environments. www.sde.idaho.gov