

# 3M Updates School Zones to Call Attention to Child Safety



Five hundred school-age children around the world die in vehicle collisions every day, according to the nonprofit Safe Kids Worldwide. 3M is bringing visibility to the issue and making getting to school safer with a new “Project School Zone Safety” campaign running across the U.S., Brazil, Mexico, India, Japan and South Korea.

Recommended articles

<https://www.adweek.com/creativity/3m-updates-school-zones-child-safety-roads/>