

# Kid's KOrner

## John Deere's Ready Rooster Communicates Safety

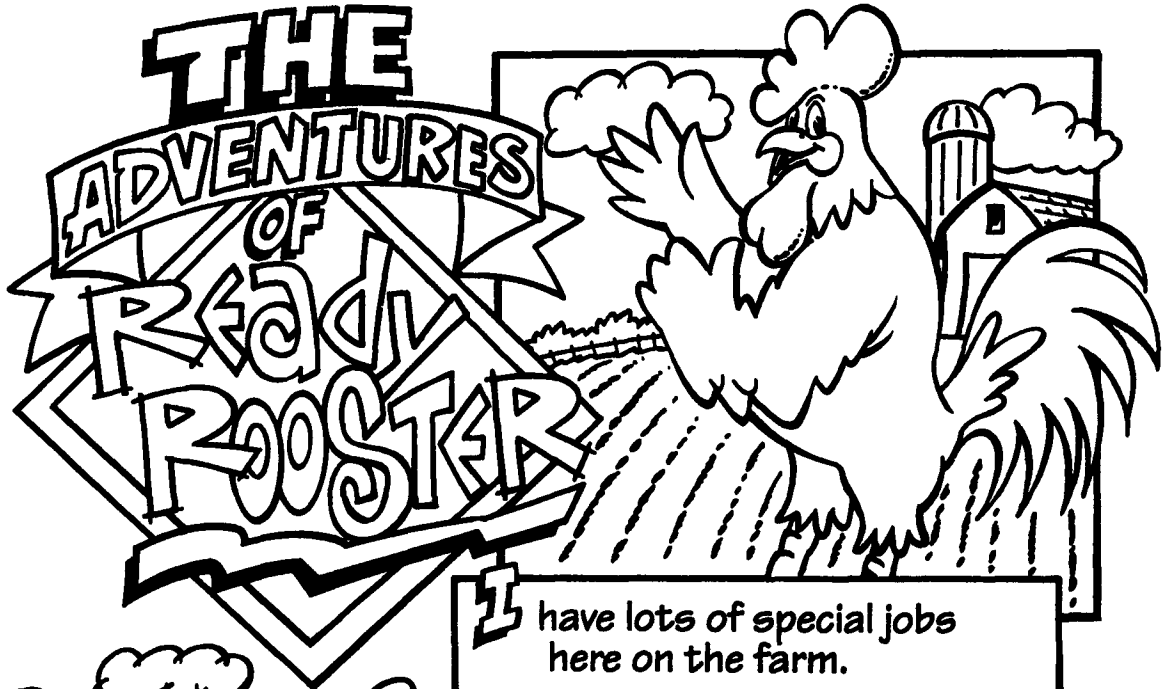
MOLINE, IL — "Sometimes it's good to be a little chicken." That's one of the safety messages for children from Deere & Company's newest safety information source Ready Rooster. Ready Rooster is introducing himself and crowing about farm safety in an activity book entitled "The Adventures Of Ready Rooster."

In the book, Ready Rooster shows children where to play safely around the farm and how to scout for dangers. He reminds his safety-minded little friends not to let anyone dare them to do something they know isn't safe. This is when it's good to be a little chicken.

In addition to the safety messages, there's plenty to do in the book such as coloring, drawing, connecting dots, finding "hidden" objects, and using a secret decoder.

"We developed Ready Rooster and the activity book to help carry the farm safety message to children," says Bob Hove, project manager for marketing and training in the safety department at Deere & Company. "If we can help develop a safety awareness among farm children, we believe it will stay with them throughout their lives. Also, they can give safety reminders to their parents and others who help on the farm. Children can often motivate adults to be good role models and always observe safe practices around the farm."

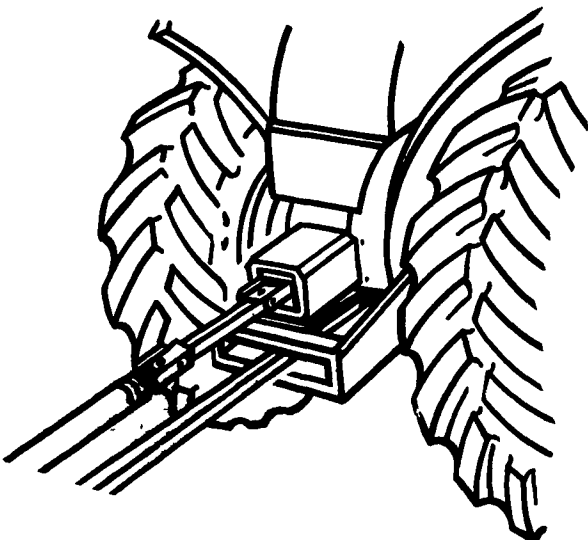
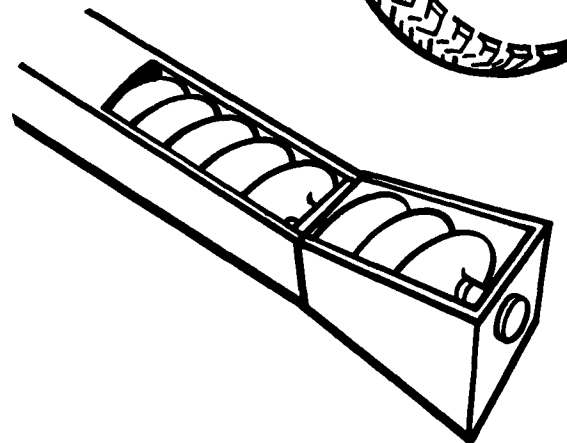
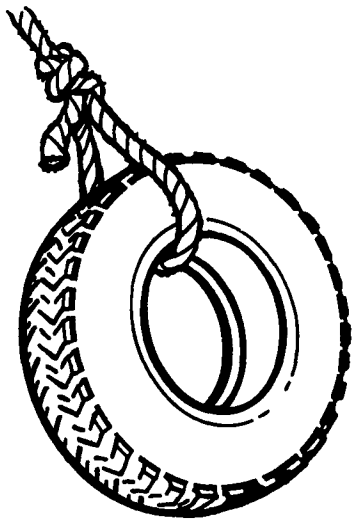
Information about how to obtain a copy of the Ready Rooster activity book (number DKB410) is available from John Deere farm equipment dealers.



One of my favorites is helping the sun wake people up.

I'd also like to help wake people up about how to stay safe on the farm.

I can't crow enough about farm safety.



**P**lay far away from moving parts.

Some things that move are fun. Circle the ones that are safe to play with.