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PRESS RELEASE

FOR IMMEDIATE RELEASE

January 1, 2026

2026 School Bus Driver Appreciation Week

February 9 - 13, 2026

Since 1976, Wisconsin School Bus Association has ensured the state's School Bus Drivers are recognized and appreciated through the annual Appreciation Week event held every second full week in February. This year, the Wisconsin School Bus Driver Appreciation Week is February 9 - 13, 2026.

This commemorative week recognizes all school transportation personnel who are involved in the highest standards of safe practices to assure the protection of their passengers, our state's most precious cargo. The Wisconsin School Bus Association, through its Board of Directors, pledges its full and dedicated cooperation with the Department of Transportation's Office of Transportation Safety, Division of Motor Vehicles, State Patrol, the Traffic Safety Council, the Department of Public Instruction, schools, law enforcement agencies, PTAs, CESAs, and other organizations in promoting public awareness of the importance of school bus transportation.

In Wisconsin, there are more than 13,500 school bus drivers who safely transport more than 400,000 students to and from school each school day and travel a total average of 145 million miles a year.

School Bus Driver Appreciation Week is an excellent opportunity for parents, students, teachers, motorists, school bus operations, school administrators, and other interested parties to show their appreciation to school bus drivers. These drivers are true heroes ensuring Wisconsin's students have a safe and reliable ride to school and home every day.

WSBA is honored to recognize the dedication and care each school bus driver demonstrates to students every day.

For more information contact the WSBA office, any local bus contracting company, or school district.

Wisconsin School Bus Association

Founded in 1948, WSBA promotes and encourages safety in school bus transportation in Wisconsin. The association represents more than 200 operator companies, school districts, and affiliated service companies.