

MEETING LOG

SUBJECT: OPEI's upcoming riding mower safety campaign.

DATE OF MEETING: 2/1/2024

LOCATION OF MEETING: Virtual

LOG ENTRY SOURCE: Patty Davis

LOG FILING/ENTRY DATE: 2/1/2024

CPSC ATTENDEE(S): Pam Springs, Director, Office of Communications and Patty Davis, Deputy Director, Office of Communications

NON-CPSC ATTENDEE(S): Ben Westerberg, Doosan Bobcat North America; Brandon Nigh, Doosan Bobcat North America; Brett Cohen, Alamo Group; Brett Korpela, Fisher Barton; Bruce Shanahan, Kubota; Carl Tyler, Stanley Black and Decker; Chuck Bowen, OPEI; Colleen Hart, The Toro Company; Eric Carter, TTI; Eric Woodruff, Generac; Greg Knott, OPEI; Heather Ross, Stanley Black and Decker; Isaac Kirbawy, Delta Systems; John Olson, TTI; Keith Steenlage, Deere; Kyle Garman, Deere; Laura Stevens, Generac; Mark Koontz, Husqvarna; Mark Wegner, Doosan Bobcat North America; Michael Curry, McCarty representing Ariens Company; Mike Turbak, The Toro Company; Nate Walker, Husqvarna; Paul Marvin, Kawasaki; Robert Motl, Briggs & Stratton; Shannon Maher, Stanley Black and Decker; Tom Loehr, Scag Power Equipment; and Tom Murphy, Kubota.

SUMMARY OF MEETING:

OPEI is planning to launch a safety campaign on riding mowers starting in March and ending in June 2024. The group stated that its main safety message to parents and caregivers will be that riding mowers are not toys and to keep kids away from them. They are targeting those who live in single family homes with children 13 and younger located in suburban and rural markets with acreage. OPEI plans to start with a \$1 million digital ad buy on Hulu, Peacock and HBO Max and social media. They do not yet have the scope of their earned media campaign. A planned PSA will be released in English and also English with Spanish subtitles. OPEI members will amplify the messaging on their websites and social media.