



Media Contact

Brian "Stubby" Koning

Stubby's Weather Center

Email: brian@stubbysweather.com

Website: www.stubbysweather.com

FOR IMMEDIATE RELEASE

Stubby's Weather Center Launches STFD: A New Statewide Grassroots Campaign to Protect Indiana Children Around School Buses

AVON, Indiana — [August 5, 2026] — Stubby's Weather Center today announced the launch of **STFD (Slow The F&ck Down)**, a new statewide grassroots public awareness campaign encouraging Indiana drivers to slow down, stay alert, and help protect children traveling to and from school.

While best known for providing trusted weather forecasts across Indiana, Stubby's Weather Center believes weather is only one part of keeping Hoosiers safe. Every school day, thousands of Indiana children walk to bus stops before sunrise, cross busy roads, and return home during the afternoon rush. Poor weather, distracted driving, excessive speed, and complacency all increase the risk of tragedy.

The STFD campaign is designed to change driver behavior through a direct, memorable message aimed at adults.

"This campaign isn't about children. It's about the adults behind the wheel," said Brian "Stubby" Koning, founder of Stubby's Weather Center. **"Kids aren't choosing to speed through neighborhoods, look at their phones, or rush to work. Adults are. If four simple letters cause one driver to lift their foot off the accelerator or put their phone down, then the campaign has done exactly what it was designed to do."**

The campaign centers around three simple actions:

-  **Slow Down** — Ease off the gas. A few extra seconds could save a lifetime of heartache.
-  **Stay Alert** — Put the phone away, watch the road, and expect children near every bus stop.
-  **Save Lives** — Drive like it's your child waiting for the school bus.

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More Than a Slogan

According to Koning, STFD is intentionally direct because traditional reminders have not been enough.

"We've had speed limit signs, school zone signs, bus stop laws, and flashing lights for years, yet children continue to be injured and killed around school buses. Sometimes a message has to interrupt people before it can influence them."

The campaign is not intended to shock for the sake of being controversial, but rather to create a conversation that leads to safer driving habits throughout Indiana.

A Personal Mission

The inspiration behind STFD comes from both statewide tragedies and personal experience.

Over the years, Koning has followed numerous heartbreaking stories involving children struck while waiting for or boarding school buses. Closer to home, two separate drivers recently destroyed his mailbox during overnight hours and fled the scene.

"A mailbox can be replaced," Koning said. "A child cannot. Every time I looked at that broken mailbox, I couldn't help but wonder what might have happened if a child had been standing there instead."

A Call to Communities Across Indiana

Stubby's Weather Center is inviting schools, parents, transportation departments, neighborhood associations, local businesses, school bus drivers, civic organizations, and communities across Indiana to support the STFD campaign by encouraging safer driving during school transportation hours.

The campaign also challenges law enforcement agencies throughout Indiana to increase visibility and enforcement in neighborhoods, subdivisions, rural bus routes, and other known problem areas during the morning and afternoon hours when children are traveling to and from school.

A Responsibility Beyond Weather

With more than 30,000 followers across social media and thousands more using the Stubby's Weather Center mobile app and website, Koning believes his platform carries a responsibility that extends beyond forecasting.

"My goal has always been to help keep Hoosiers safe. Weather is one part of that mission. If I can use this platform to encourage even one driver to make a better decision behind the wheel, then I've used that influence for something far greater than a forecast."



About Stubby's Weather Center

Stubby's Weather Center is an independent Indiana-based weather service providing straightforward, no-hype weather forecasts, educational content, and weather safety information for residents across Indiana and the Ohio Valley. Known for its "No BS. No Hype. Just the Forecast." approach, Stubby's Weather Center reaches tens of thousands of Hoosiers each day through social media, its website, and mobile app.

For more information about the STFD campaign, visit www.stubbysweather.com or follow Stubby's Weather Center on Facebook.

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