



For immediate release:  
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## **SCETV to host interactive career and safety event for children in partnership with SC First Steps**

**COLUMBIA, S.C.** – South Carolina ETV (SCETV), in partnership with SC First Steps, will host [Safety Town](#), an interactive and educational experience provided by SC Career Kids, on June 28, from 10 a.m. to 1 p.m. at SCETV Studios in Columbia.

Designed for children ages 2-8, Safety Town features a kid-sized town with miniature businesses, a lake, a railroad and roads—creating a playful environment where children can explore essential safety concepts and learn about careers in their communities. Community professionals will be on hand to demonstrate tools, share safety tips and discuss the important roles they play in keeping communities safe and functioning. Children will have the chance to interact with real-life helpers such as firefighters, police officers, nurses and utility workers—individuals who serve as trusted figures in their everyday lives. Through hands-on exploration, children learn not only about the responsibilities of these careers, but also how to seek help and build confidence in emergencies.

This immersive experience supports South Carolina’s early learning standards by introducing children to real-world roles, community helpers and business industries in an age-appropriate way. The event reinforces key safety messages and foundational career awareness while aligning with SCETV’s broader efforts in workforce development, educational enrichment and community engagement.

Safety Town also complements SCETV’s Meet the Helpers initiative, a media resource that helps children understand the roles of emergency and community professionals during times of crisis. Through this shared mission, both programs work to build understanding, reduce anxiety, and inspire confidence in young children by introducing them to trusted adults who help their communities. Learn more at [SCETV.org/kids/meetthehelpers](https://www.scetv.org/kids/meetthehelpers).

Admission is free, but space is limited and [registration is required to attend](#).

### **QUOTES**

“At SCETV, we are committed to supporting early learning initiatives that empower children and families across South Carolina. Safety Town brings together fun, exploration and education in a way that reflects our commitment to education, community engagement and lifelong learning. We’re proud to partner with SC First Steps and SC Career Kids to create this unique experience that introduces children to the people and careers that make our communities thrive.” **–SCETV President and CEO Adrienne Fairwell**

“Safety Town offers a powerful opportunity to connect early learners with the world around them. By blending imaginative play with real-world knowledge and community engagement, children gain early exposure to safety awareness and career possibilities in an age-appropriate way. It’s exactly the kind of innovative learning experience we’re passionate about at SCETV.” **–SCETV Chief Learning Officer Dr. Salandra Bowman**

### **FAST FACTS**

- SCETV and SC First Steps host Safety Town, an interactive and educational experience provided by SC Career Kids.
- The event takes place June 28, from 10 a.m. to 1 p.m. at the SCETV Studios in Columbia.

- Safety Town is a signature program of SC Career Kids, designed for young children to explore careers in their community by engaging directly with tools used by safety professionals and other experts.
- Admission is free, but space is limited and [registration is required to attend](#).

#### **About South Carolina ETV and Public Radio**

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *The Know Show*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *Books By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Downing of a Flag* and *Southern Songwriters with Patrick Davis*.

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