

# DATTCO Children's Book Marks One Year of Helping First-Time School Bus Riders Build Confidence

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*One year later, The Big Yellow Adventure continues to ease school bus anxiety and support families preparing for a major childhood milestone*

NEW BRITAIN, CT, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- DATTCO, a leading school transportation provider, is celebrating the one-year anniversary of [The Big Yellow Adventure](#), its children's book created to help young students overcome anxiety and build confidence before riding the school bus for the first time. Since its launch, the book has become a trusted resource for parents, caregivers, schools and communities preparing children for one of the first big steps in their educational journey.

## One Year of Impact

One year later, The Big Yellow Adventure continues to help children understand what to expect when they board a school bus for the first time. Through a warm, age-appropriate story, the book helps young riders manage first-day nerves, learn basic safety expectations and see the school bus as a welcoming part of their daily routine.

The response from families has been significant. To date, the book's website has been visited by more than 14,000 people, and the book and related resources have been downloaded more than 4,000 times. For parents and caregivers, the book has become a practical way to start conversations about school bus safety, independence and confidence before the first day of school.

"When we created The Big Yellow Adventure, our goal was simple: help children feel more comfortable and confident the first time they ride the school bus," said Kyle DeVivo, COO of DATTCO. "One year later, seeing how many families have used this resource tells us there was a real need. It gives parents a way to talk through the experience, answer questions and make that first bus ride feel less intimidating."

Don DeVivo, CEO and President of DATTCO, added: "At DATTCO, school transportation is about more than safely getting students from home to school and back again. We are part of the communities we serve, and we believe that means looking for meaningful ways to support families beyond the bus ride itself. This book is a great example of how DATTCO goes above and

beyond to serve children, parents, schools and the broader community.”

### A Resource for Parents and Caregivers

The book was developed in collaboration with behavioral health professionals from OPTIMUS Healthcare, who reviewed the content for age-appropriateness and emotional impact. Written by Paul Mayer, children’s author and DATTCO’s Vice President of Marketing and Communications, and illustrated by Nancy Ingenito, the book combines practical guidance with engaging visuals designed to help children feel prepared, reassured and ready for the school bus experience.

Designed for parents and caregivers to read aloud, The Big Yellow Adventure gives families a shared language for discussing what the first day of bus riding may feel like. It helps adults reassure children, explain the bus routine, reinforce safety expectations and turn uncertainty into confidence.

### Going Above and Beyond for Communities

The success of The Big Yellow Adventure reflects DATTCO’s broader commitment to serving its communities beyond traditional school bus transportation. By creating and sharing a free educational resource, DATTCO is helping families prepare children emotionally and practically for a positive school transportation experience.

The free digital picture book and coloring book remain available through DATTCO’s website at [www.dattcoschoolbus.com/the-big-yellow-adventure/](http://www.dattcoschoolbus.com/the-big-yellow-adventure/). The resources are available in both English and Spanish, making them accessible to families across the communities DATTCO serves.

### Supporting Families Before the First Ride

For many children, the first school bus ride is also one of their first experiences with independence. The Big Yellow Adventure helps make that transition easier by giving families a positive, approachable way to talk about new routines, new people and new responsibilities. The book reinforces DATTCO’s belief that a safe ride begins with trust, preparation and care.

### About DATTCO

DATTCO has provided safe, reliable school transportation for decades, transporting more than 120,000 students daily. The company’s commitment to safety, reliability and community engagement has made it a trusted partner in education transportation. The Big Yellow Adventure reflects DATTCO’s dedication to student well-being and its commitment to supporting families beyond the bus ride.

The book is available through DATTCO’s website at [www.dattcoschoolbus.com/the-big-yellow-](http://www.dattcoschoolbus.com/the-big-yellow-)

[adventure/](#).

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