

## Sample Press Release

**Note:** Before filling in the names of the Organization and Organization Spokesperson, you **MUST** contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out the press release.

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, E-mail]

### **On Bicycle Safety Day Teach Children the Importance of Bicycle Safety**

Today, in honor of **Bicycle Safety Day**, [Name of Community/Organization] has joined together to support a bicycle safety awareness program to teach safe riding techniques and demonstrate the correct use of bicycle helmets.

“According to the National Highway Traffic Safety Administration (NHTSA), bicycle helmets are 85 to 88 percent effective in mitigating head and brain injuries, making the use of helmets the single most effective way to reduce head injuries and fatalities resulting from bicycle crashes. Despite the fact that nearly 70 percent of all fatal bicycle crashes involve head injuries, only about 20 to 25 percent of all bicyclists wear bicycle helmets, which is why educating young people about the importance of wearing one is crucial,” said [Name of Local Official]. The community is committed to teach its children valuable life-saving lessons.

“Whether riding for recreation or transportation, all adults and children should wear a bicycle helmet every time they ride a bicycle. Being safe is always better than being sorry,” [Name of local official] stated.

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