

## Bike Safety Activities

- Have your community sponsor a bicycle safety derby. Distribute safety information to your neighbors. Ask retailers to donate helmets.
- If your community or state has a bicycle helmet law, have an **It's the Law Day**. Ask law enforcement officials to remind young riders to always wear their helmets and have kids register their bicycles. Find out if your community has a Cops on Bikes unit.
- Weather permitting, take a bike ride with your child. Surprise a child who doesn't have a helmet with a new, properly fitting helmet, and ask if he/she can join your child on a bicycle ride. Remember, you are your child's greatest role model.
- Contact your local media about supporting bicycle safety awareness. If your local television or radio station is developing consumer safety tips to air in the spring and summer, ask them to include information about bicycle safety and wearing bicycle helmets.
- Ask a local athlete to come to your school and talk about safety on and off the playing field, and help encourage community sports leagues to promote bicycle helmet use by team members. Sponsor a bicycle safety day at a local recreation center.
- Work with your child to have his/her school's Student Government declare **Bicycle Safety Week**, and have a safety slogan competition. The winners get to broadcast the slogan during morning announcements or at assemblies on **Bicycle Safety Day**.
- Promote a **Bike-a-Thon** at an outdoor track to raise money to buy helmets for kids in your community who do not have the resources to buy their own. Ask a local youth group to help organize the event.
- Pre-schools and early childhood development centers can sponsor coloring contests. Elementary and middle schools can sponsor a bicycle safety poster contest.