

SECTION 4
SAMPLES

SAMPLE ANNOUNCEMENT FOR CABLE STATION BULLETIN BOARD

KIWANIS FAMILY SAFETY DAY RODEO

DATE: _____

The _____ will sponsor a Bicycle Safety Rodeo at _____
from _____ A.M. to _____ P.M. Children of all ages are welcome to participate in the event -
including parents.

Contact: _____ at _____ for more information.

SAMPLE ANNOUNCEMENT FOR RADIO

Learn how to be a safe bicycle rider at the _____'s Bicycle Safety Rodeo on
_____ at _____, from _____ A.M. to _____ P.M. The event is open to children
of all ages and parents are welcome to participate. For more information please contact
_____ at _____

SAMPLE PRESS RELEASE

Press Release

For More Information, Call:

For Release
DATE

_____ to Sponsor Bicycle Rodeo

Start of Press release



Each year, according to AAA, approximately 200 children under the age of 15 die as a result of bicycle crashes. Thousands more are treated in emergency rooms for bicycle related injuries. While bicycle helmets have been shown to reduce the risk of head injury by 85%, only 5% of all children cyclists nationwide use bicycle helmets. Many children and their parents are unaware of these statistics and the basic techniques for staying safe while riding a bicycle

In response to these startling facts, the _____ is sponsoring a Bicycle Rodeo at _____ on _____ from _____ to _____. The Rodeo is being sponsored in an effort to teach children and their parents bicycle safety skills in a fun family setting.

The _____ is committed to preventing accidental injury to children and will be offering approved bicycle helmets at the rodeo for \$_____, as well as running several bicycle stations where riders can learn bicycle safety skills and practice them in a safe setting.

All children and their parents are invited to participate in this worthwhile event and help reduce the number of childhood bicycle related injuries.

SAMPLE HANG-TAG

# _____	
NAME _____	
Have this card checked at each station	
Station # 1	_____
Station # 2	_____
Station # 3	_____
Station # _____	_____
Station # _____	_____
Station # _____	_____
Station # _____	_____
Station # _____	_____
Station # _____	_____
Station # _____	_____
Station # _____	_____
	

- Note:**
1. Use this sample to have hang-tags made for your rodeo. We suggest they be made out of heavy stock.
 2. Have each participant put his or her name, address and telephone number on the reverse side. You can then use the tags for drawings of prizes and you will also have a list and count of how many children participated in your rodeo

BICYCLE RODEO EVALUATION

Thank you for participating in the Kiwanis Family Safety Day.

To help the Kiwanis Pediatric Trauma Institute (KPTI) plan next year's event, please answer the following questions and return to our office at the address below.

Your Organization _____

1. Did you run a rodeo? Yes _____ No _____ Date _____
If you answered no, why not? _____

2. How many children attended? _____ Adults? _____

3. How many bicycle helmets were distributed? _____
a. How did you distribute helmets? Sell \$ _____ Free _____
b. If you did not purchase from Bell Sports/KPTI, how did you get the helmets?
_____ Cost \$ _____

4. How many volunteers were involved? _____

5. Other organizations involved:

6. Key Club involved? Yes No Circle K? Yes No

7. How did you promote (schools, etc.)? _____

8. Was our manual helpful? Yes No

9. Public relations/news coverage: _____

10. Unique things you did? _____

11. Costs excluding Bell Sports/KPTI helmets? _____

12. Suggestions, comments, or helpful hints? _____

13. Will you run a rodeo next year? Yes No

14. Please send photographs, copies of newspaper articles and media releases to us at the following address:

Kiwanis Pediatric Trauma Institute
Tufts Medical Center
800 Washington Street #344
Boston, Massachusetts 02111

ACKNOWLEDGMENTS

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National Safety Council

Harborview Medical Center

AAA

Some of the bicycle rodeo station information has been reprinted from “The Guide to Bicycle Rodeos” with permission from The Adventure Cycling Association. To purchase the complete bicycle rodeo kit go to <http://stores.kepubs.com/StoreFront.bok>

National Safe Kids Campaign

Washington Area Bicyclists Association