



FORSYTHCOUNTY
Department of Communications
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Contact: Jodi B. Gardner
Director of Communications
770.886.2802
JBGardner@forsythco.com

FOR IMMEDIATE RELEASE

**SAFE KIDS FORSYTH SPONSORING AN
AFTERNOON IN THE PARK BICYCLE RODEO**

Community unites to promote bike safety

FORSYTHCOUNTY, Georgia – On Friday, March 13, Safe Kids Forsyth will join with local public safety agencies, organizations and businesses to host the Afternoon in the Park Bicycle Rodeo at Fowler Park. The event is free and will be held from 1 to 4 p.m. at the main playground and pavilion area at Fowler Park. This event brings together children, parents and the community to raise awareness about bicycle safety while offering a fun activity for all. The event is scheduled around March 13 being a Forsyth County Schools scheduled early release day.

More children ages 5 to 14 are seen in emergency rooms for injuries related to biking than any other sport. In addition, apart from the automobile, bicycles are tied to more childhood injuries than any other consumer product. The Afternoon in the Park Bicycle Rodeo event is an opportunity for students to learn how to safely ride their bikes.

“It’s important for bicyclists to wear properly fitted bicycle helmets every time they ride,” said Firefighter Laura Coleman, the Safe Kids Forsyth coordinator. “A helmet is the single most effective way to prevent head injury resulting from a bicycle accident, but many children still do not wear them. We have a simple saying, ‘Use your head. Wear a helmet.’”

All Bicycle Rodeo participants are asked to bring their own bicycle and helmet. After check-in, all bicycles will be inspected for safe use and each helmet will be inspected to ensure proper use and fit. While supplies last, helmets will be provided for any child who

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does not presently have a helmet, or if their present helmet either does not fit properly or is found to be defective or non-approved. The cyclist then will have the opportunity to visit a series of safety stations along the path in order to work on balance, control, maneuvering and stopping. In addition, different organizations will be set up along the path to provide safety information to both riders and walkers.

The Bicycle Rodeo activities were developed based on accident data indicating the most common scenarios where children are at risk and are used nationwide to help prevent injuries and fatalities. Other organizations slated to be in attendance at the event are Forsyth County Parks and Recreation, Forsyth County Fire Department, Forsyth County Sheriff's Office, Children's Healthcare of Atlanta, Reality Bikes, Rescue Racing, Tiny Towne, Wellcare, and the YMCA.

Fowler Park is located in south Forsyth County at 4110 Carolene Way, off of Atlanta Highway across from the intersection with Castleberry Road.

For more information about the event contact Firefighter Laura Coleman at 770.205.5699 or lcoleman@forsythco.com.

About Safe Kids Forsyth

Safe Kids Forsyth works to prevent unintentional childhood injury, the number one cause of death for children in the United States. Safe Kids Forsyth is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing unintentional injury. Safe Kids Forsyth was founded in 2014 and is led by the Forsyth County Fire Department. For more information, visit www.safekids.org.

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