



PRESS RELEASE

Date: March 11, 2014
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Helmets and Training Available for Bike to School Day

SHASTA COUNTY – The Safe Routes to School program is offering helmets, prizes and a free training for parents and school staff to coordinate Bike to School Day at schools in Shasta County. The training will take place on Tuesday, March 25 from 5:30 -7:30 p.m. Participants will learn how to successfully coordinate a Bike to School Day event and to encourage more kids to bike to school throughout the school year.

“Our intention is to encourage schools to be involved in the Bike to School Day celebration and to give parents and teachers bike safety information to pass along to the students,” says Sara Sundquist, Shasta County Safe Routes to School Coordinator. This is the third year the National Center for Safe Routes to School is promoting Bike to School Day nation wide. The goal of the Safe Routes to School Program is to make walking and biking to school safer, easier, more convenient, and increase the number of children walking or biking to school safely.

Participants that attend the training will learn how to fit helmets and will receive helmets to give to students who are in need. Participants will also get information on how to coordinate bike safety and Bike to School Day events, including information on how to form “bike trains,” which is a supervised group of students riding to school. This strategy reduces traffic congestion around the school entrance and gets students physically active before their school day.

For more information or to register your school for the Bike to School Day training visit <http://healthyshasta.org/news/bike-to-school-training> or call Sara Sundquist at 245-6457. Schools should register by Wednesday, March 19.

Healthy Shasta is a partnership committed to making healthy eating and physical activity choices easier where you live, work and play. Visit www.healthyshasta.org for more information.

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Anderson Partnership for
Healthy Children/South
County HEAC

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City of Redding

City of Shasta Lake

County of Shasta

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Center

Redding Rancheria

Redding School
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Shasta College

Shasta County Office
of Education

Shasta County RTPA

Shasta Family
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Shasta Head Start

Simpson University

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