SAMPLE NEWS RELEASE

KIWANIS BIKE RODEO

TO: ALL MEDIA

FROM: President \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (or authorized officer) Kiwanis Club of \_\_\_\_\_\_\_\_\_\_\_\_\_\_

PHONE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

RE: KIWANIS BICYCLE RODEO TO BE HELD \_\_\_/\_\_\_\_/2019

Sample 1. Remember the feeling of first learning to ride a bicycle on your own—without training wheels and without a parent's balancing hand? Remember that sudden rush of freedom? If you have to strain to think back that far, well, maybe it's time to strap on a helmet and saddle up. Because not only is bicycling fun and freeing, it's an excellent way to get healthy exercise. That's one of the reasons that sixty million Americans bicycle. Whether you're an avid mountain biker or simply trying to incorporate cycling into your daily routine, you too can reap the many health benefits of bicycling. Bicycling, however, is not without its risks. The Kiwanis Club of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the Ohio District Kiwanis Foundation have partnered to sponsor a bicycle skills event designed to teach bicyclists the skills they need in order to be better cyclists. By learning bike handling and traffic skills, one can enjoy bicycling more and reduce the chance of injury.

The rodeo will be held (***insert*** **day, time, location**). Bicyclists aged eight to twelve are invited to attend. This event is made up of a series of stations, each dealing with an important aspect of safe cycling. Participants will have their bicycles inspected and will then learn about and practice bicycle-handling skills that will increase their enjoyment of bicycling and could some day save their lives. Parents are invited to participate, too.

For more information, contact (***YOUR CONTACT INFO***).

Sample 2. POLICE CYCLISTS TO VISIT BICYCLE RODEO A bicycle rodeo will be held (**day, date, time, location**). Bicyclists ages eight to twelve and their parents are invited to attend. This event is made up of a series of stations, each dealing with an important aspect of cycling. Participants will practice the safe way to exit a driveway, how to look for traffic, negotiate an intersection, and avoid common road hazards. Police cyclists from (**name of department**) will be at the rodeo. They will demonstrate some basic handling skills and address the importance of all cyclists following the rules of the road. For more information, contact the (**your organization**).

Sample 3. The Kiwanis Club of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the Ohio District Kiwanis Foundation have teamed up to present a Bike Rodeo for Kids on (date/time/location). Basic riding skills will be shown on a bicycle course for kids ages 8-12. Bicyclists must have a helmet to participate. Kiwanis will provide a limited number of free helmets to children in need who do not have a helmet including some toddler sizes. Additional helmets, including toddler size, will be available for purchase at cost. Thanks to our sponsors (list sponsor or a few key sponsors) who made this possible. With their help Kiwanis continues to improve our community by helping one child at a time. For more info contact (**Contact info**)

ADDITIONAL PRESS RELEASE INFO:

You can submit this to your newspapers, and radio stations by fax and sometimes by email. Releases can be sent to community events section of the newspaper. Radios have a general fax or email to send to. Remember to include a phone number in case they have further questions.

If you have a Facebook page and/or webpage you can simply copy this information and add it as needed.

When you schedule your event, please send your event date/time/location/club name to [judgegeorgemccarthy@gmail.com](mailto:judgegeorgemccarthy@gmail.com) so we can include it on our Ohio District Kiwanis Foundation and also on our Kiwanis Safe & Healthy Kids page. Comments and suggestions may be sent to that address as well. Please put Kiwanis Bike Rodeo in your subject line.