

# City of Elk Grove Press Release

FOR IMMEDIATE RELEASE



**Elk Grove Police Department**



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**Bicycle Safety Campaign wants to remind bicycle riders under 18 about bicycle helmets, "Don't hit the road without one."**  
*Elk Grove Police and Elk Grove Unified School District joins forces with Saturn of Elk Grove to Help Promote Bicycle Helmet Safety*

In a collaborative effort to promote bicycle safety as part of the 2007 "Gear up for Summer" Bicycle Safety Awareness Program, the Elk Grove Police Department, Elk Grove Unified School District and Saturn of Elk Grove will kick-off this inaugural campaign on May 19, 2007.

The bicycle safety awareness program seeks to encourage all bicycle riders under the age of 18 and their parents to "use their heads" concerning the importance of wearing a helmet each time they take to the streets. And, according to the Bicycle Helmet Safety Institute, with good reason:

- Head injuries are responsible for approximately 75 percent of the nearly 900 bicycle deaths that occur annually.

- Approximately half of bicycle crash-related deaths involve children under the age of 15.
- About 540,000 injured bicyclists are taken to emergency rooms each year. Of those, nearly 67,000 sustain head injuries.

Pedestrian safety experts believe that ***up to 88 percent of brain injuries to cyclists are preventable by wearing a bike helmet.*** In addition, California Vehicle Code 21212(a) requires any bicycle rider or passenger under 18 years of age to wear a correctly fitted and fastened bicycle helmet.

To help bicycle riders have a safe summer, Saturn of Elk Grove will hold a “Gear up for Summer” educational event especially for riders under the age of 18 at Saturn of Elk Grove in the Elk Grove Auto Mall on Saturday, May 19, 2007 from 10 a.m. – 2 p.m. The event will feature a bicycle safety course where members of the Elk Grove Police Department Bicycle Unit will be on hand to demonstrate bicycle safety skills. There will be giveaways, including bicycle helmets and other goodies (visitors are encouraged to come early, as there will be a limited number of giveaways).

To learn more about bicycle helmet safety for children and adolescents, visit <http://www.bhsi.org/links.htm>. For questions regarding the 2007 Gear up for Summer Bicycle Safety awareness program, contact Elk Grove POP (Problem Oriented Policing Officer) Brandon Gomez at (916) 478-8232.