

News Release

Date: June 10, 2011

Contact: Dawn Johnson, Public Information Officer

Safe Rider Citations

Clark County Fire District 6 is partnering with the National Safe Kids Campaign and McDonalds Restaurants to recognize kids who are playing it safe. Starting in June, Firefighters will be stopping kids who are wearing a helmet while participating in a non-motorized wheeled activity, such as biking, or skateboarding and reward them with a “Safe Rider Citation” which commends them for being a safe rider and entitles them to a free reduced-fat ice cream cone at participating McDonalds.

According to Safe Kids’ research, in 2004, about 18,743 head injuries were treated in emergency rooms due to skateboarding. Every year, approximately 140 kids are killed while riding a bike. Most of those deaths and injuries could have been prevented if the kids were wearing a helmet.

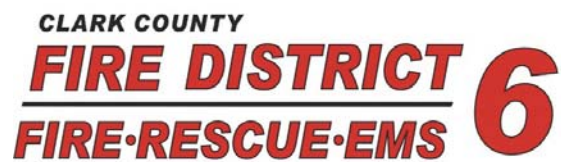
Please join us in encouraging kids to play it safe.

For further information contact:

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