

What is a Bike Rodeo?



A **Bike Rodeo** is an event teaching children bicycle safety lessons.



The size of a **Bike Rodeo** can range from **5** kids to **500** kids or more!



Bike Rodeos are organized by parents, teachers, local law enforcement or other active community groups and members.



Bike Rodeos are well-supported by the community. Everybody wants our children to be safe.



"Bicycle Smarts" will stay with your kid long after they are done being a kid.



About Safe Routes to School

Safe Routes to School is an international movement to enable and encourage students to safely walk and bicycle to and from school and in daily life.

Safe Routes to School programs are the result of parents, schools, communities and government joining forces in an effort to ultimately improve the health and safety of our children.

The **Safe Routes to School** program in Northeast Iowa works with communities and schools in six counties (Allamakee, Chickasaw, Clayton, Fayette, Howard and Winneshiek) in conjunction with the **Northeast Iowa Food and Fitness Initiative**, which aims to promote healthy eating and active living and play in the region.



Looking for more information?

Want to organize a Bike Rodeo for your community?

Want to help with a Bike Rodeo?

Contact your

Regional Safe Routes to School Liaison today:

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Safe Routes to School Liaison

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Iowa Department of Transportation

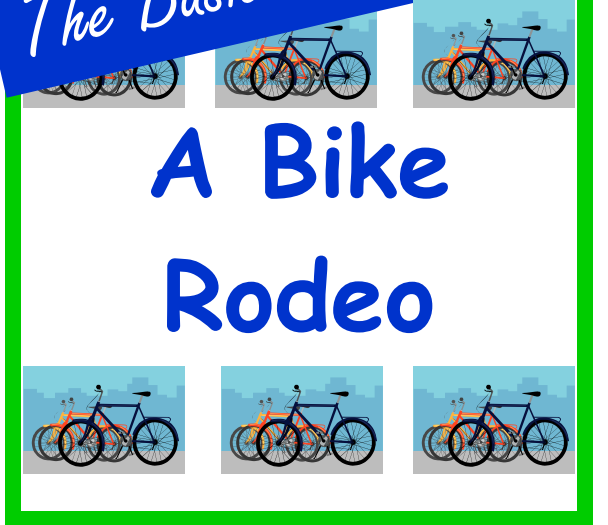


Northeast Iowa



Safe Routes to School

The Basics on:



A *fun* and *exciting* way to teach kids how to *properly* and *safely* ride their bikes!

The knowledge...

...skills...

...and practice...

...for becoming a smart, safe bike rider!



Why Bike Rodeos are Important

Bicycling is more popular than ever:

Bicycling is a growing recreational sport and form of active transportation.

People of all ages and abilities, especially children, find true enjoyment in riding their bike.

Bicycle safety is an important topic:

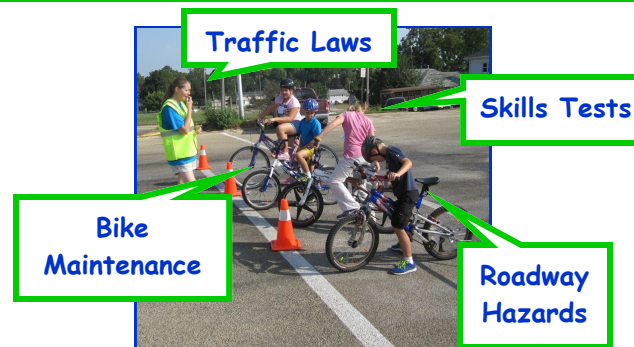
44,000 bike-car crashes are reported each year. Another 40,000 go unreported.

Each year, over 700 bicyclists are killed in accidents. 1 in 7 of those killed is under the age of 15.

Bike Rodeos help keep our children safe:

By teaching children bicycle safety education at a young age, children will be more responsible behind the handle bars and less likely to form dangerous habits.

What a Bike Rodeo Teaches



North Fayette Valley Community School District students participate in a Bike Rodeo.

Bike Rodeos teach children real-world biking survival skills necessary to ride smart and ride safely!



Students from Oelwein Community School District enjoy a skills test during their Bike Rodeo.

How You Can Promote Bicycle Safety

1 Attend or organize a Bike Rodeo

A Bike Rodeos are effective because these events actually give children the chance to practice what they have learned.

Wondering if your community already hosts a Bike Rodeo? Thinking about organizing a Bike Rodeo for your school? [Contact your Regional Safe Routes to School Liaison today!](#) Find contact information on the back of this brochure.

2 Require helmets to be worn at all times

Wearing a bicycle helmet is one of the smartest thing bike riders of all ages, especially children, can do.

3 Lead by example

If you ride a bicycle, make sure you are setting a positive example for younger riders: wear a helmet, obey road signs, use hand signals, respect other road users, do everything you would want to see your child doing.

