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Local Organizations Join Forces to Promote Bicycle Safety

Queen City Wheels Cycling Club, Cincinnati Children's Hospital, and Cincinnati Police to Distribute Hundreds of Free Helmets to Local Youth

CINCINNATI, OH -- Queen City Wheels Cycling Club, Cincinnati's largest bicycle racing team, in cooperation with Cincinnati Children's Hospital, Cincinnati Police Department District 2, and Queen City Wheels sponsors United Dairy Farmers (UDF) and Montgomery Cyclery will distribute 360 children's bicycle helmets free of charge as part of the National Night Out program on August 6th.

Approximately 130,000 children in the U.S. sustain brain injuries annually related to bicycle accidents. "Seventy percent of children ages 5 to 14 ride a bicycle regularly, yet only 20 percent of them wear bike helmets. Helmet use can reduce the risk of head injury by 85 percent. This should be a great event to increase helmet awareness and provide many youth with a newly fitted helmet," says Michael Gittelman, MD, co-director of the Comprehensive Children's Injury Center at Cincinnati Children's Hospital Medical Center.

"It is our hope that by providing free helmets to children, we can promote helmet wearing early, thereby helping reduce the risk of brain injury," states Patrick Bendel, board member of Queen City Wheels and helmet program coordinator. "The members, partners and sponsors of Queen City Wheels will donate 360 helmets for immediate distribution. Our volunteers, volunteers from Children's Hospital and Cincinnati Police Department District 2 will make National Night Out a great event to promote bike safety," adds Bendel. "Our commitment of 360 helmets in the first year speaks to the importance of the program. We have aspirations to substantially grow the program in future years."

Tracy Segar, president of Queen City Wheels Cycling Club adds, "Queen City Wheels is committed to promoting safe bicycling and giving back to the community by providing free helmets. Reducing the potential for traumatic brain injury in our children is something our club feels is an incredibly worthwhile cause."

Queen City Wheels Proactive in Push for Helmet Use

In conjunction with National Night Out on August 6th, Queen City Wheels, its sponsors UDF and Montgomery Cyclery, and partners Cincinnati Children's Hospital and Cincinnati Police Department District 2, have developed the helmet distribution program. The program consists of both bicycle safety educational and distribution of free helmets for children 6 to 13 years old. Queen City Wheels and Children's Hospital volunteers will provide proper helmet sizing and distribution. Children accompanied by their parents should come to Owl's Nest Park on August 6th, from 6-9 pm. Owl's Nest is located at 1984 Madison Road, Cincinnati, Ohio 45208.

As part of the helmet safety program, UDF is providing free ice cream certificates to District 2 police officers to distribute as a reward for youth bicycle helmet users throughout the summer.