



PRESS RELEASE

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Highway safety office donates bike helmets to Tift Area Greenway Assoc.

Helmets will be distributed at Saturday's bike rodeo

(ATLANTA) – Cycling is a popular activity in Georgia, with more and more riders using the state's beautiful trails, greenways and roadways each year. During National Bicycle Safety Month, the Governor's Office of Highway Safety and its partners are urging riders to be safe when biking.

"Helmet use is really our biggest concern," GOHS Director Harris Blackwood said. "If we can get every cyclist in the state to use a helmet, we'll be much better off."

In 2012, 726 cyclists were killed in the U.S. and more than 49,000 were injured. In Georgia, 17 riders died in traffic crashes in the same year.

"That's far too many lost lives, especially when using a helmet and brushing up on bicycle laws and safety standards could have prevented several of those deaths," Blackwood said. "We want to encourage kids and adults to use this great form of transportation and exercise, to stay active and enjoy the great trails and greenways Georgia has to offer, but we want them to do it safely."

GOHS is teaming up with the Tift Area Greenway Association to promote bike safety during Bicycle Safety Month. As part of its efforts, the agency is donating more than 50 bike helmets to the greenway association ahead of its Saturday bike rodeo at the Tift County Recreation Department. The event runs 9-11 a.m., May 17.

The Tift Area Greenway Association is a grassroots advocacy organization working on improving local bike and pedestrian issues. At the bike rodeo, the greenway association will be distributing the helmets to any riders who need them.

This partnership will help Tifton area kids to be proactive about safe cycling techniques.

"We want to reach children early," Blackwood said. "We want them to learn lifelong safety standards now, so they can carry them into adulthood and help prevent future fatalities on Georgia roads."

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