

Sample Press Release



VILLAGE OF WILMETTE

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OFFICE OF THE
YOUTH COMMISSION

POLICY & PROCEDURES

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SIXTH ANNUAL BICYCLE HELMET SAFETY PROGRAM BEGINS MEMORIAL DAY WEEKEND

Beginning Memorial Day weekend, youth across Wilmette will be rewarded for wearing their bicycle safety helmets through Wilmette's Sixth Annual Bicycle Helmet Safety Program. The Program is a collaboration of the Wilmette Youth Commission, the Wilmette Bicycle Task Force, the Wilmette Police Department, and Wilmette merchants.

The program promotes bicycle helmet use by rewarding area youth with coupons for summer treats when police officers "catch" them wearing helmets. Each coupon can be redeemed for a summer treat of their choice, including cold drinks, ice cream, and pizza at one of seventeen participating area merchants. This year's participating merchants are: Bobtail Ice Cream, Centennial Pool, Chicken N Rib Joynt, Chuck Wagon, CJ Arthur's, Dairy Queen, Gilson Park, Higher Gear, Homer's, Irving's For Red Hot Lovers, Lou Malnati's, Mrs. D's Wilmette Diner, Parkway Pharmacy, Piero's Stuffed Pizza, Wilmette Bicycle and Sports Shop, and the Wilmette Theatre.

“The coupon program is a great effort that promotes bike safety while creating positive interaction between members of the Wilmette Police force and the kids. Each summer we look forward to the many smiles we see from kids when we ‘issue’ them a coupon for wearing their helmets” said Bicycle Patrol Officer John Falk of the Wilmette Police Department. “And we also enjoy the positive feedback from parents and area schools.”

Parental involvement plays a critical role in this effort. “While our police can help to reinforce bike safety, the most important model for helmet wearing is parents who ride with bicycle safety helmets,” said Wilmette Youth Commission Chair Ann Hughes. “This program has become part of summer in Wilmette and we are pleased to continue our involvement.”

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