



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Date: Thursday, May 29, 2008
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Student awarded a bicycle from Safety Cite Program

Riverside, CA – A surprised and excited fourth grader at Magnolia Elementary School received a bicycle and helmet in front of the entire student body Thursday morning as part of Riverside's "Safety Cite" program, for practicing safe bicycle habits.

The Riverside Police Department (RPD) and the University of California-Riverside Police Department (UCRPD) issued 25 Safety Citations this month to highlight bicycle safety month. Natalie Campos received her bicycle and helmet for practicing positive safety behavior while riding her bicycle.



The "Safety Cite" program is a positive reinforcement plan to promote the *proper* use of traffic safety equipment (helmets & pads) and safety rules (bike riding, pedestrian, and vehicle) in the city of Riverside. Juveniles observed practicing proper safety measures are being "cited". All citations issued to juveniles are entered into a drawing for a new bicycle and safety helmet. The law in California requires children 17 years old and younger to wear a helmet when riding bicycles, scooters, skateboards, and skates. By wearing a helmet the chance of injury in a collision is reduced by 85%.

Police officers can issue the safety citations in the course of their daily duties, at any time they observe children doing the right thing and practicing safe bicycling technique. The "Safety Cite" program is a means of recognizing and reinforcing the good examples cited kids set.

The Riverside Police Department Traffic Education Unit offers traffic safety information in the form of presentations, school assemblies, and bike rodeos.

For more information on any of these programs contact Traffic Education Coordinator Nicolle Macarter at (951) 353-7981.

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