

News Release



Monday, October 25, 1993

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MEDIA ADVISORY

AREA STUDENTS TO GET TIPS ON BICYCLE SAFETY

WHO: The Suncoast Road Club bicycle team, an organization sponsored by Blue Cross and Blue Shield of Florida (BCBSF).

WHAT: Interactive demonstration on safe bicycling by the BCBSF-sponsored team with Pinellas County-area students. The presentation will include helmet safety and traffic laws.

WHEN: Tuesday, October 26.

WHERE: 12:30 p.m. to 1:15 p.m.
Walsingham Middle School
Corner of Starkey & Walsingham
LARGO

3:00 p.m. to 4:00 p.m.
Gulfport Elementary School
2012 52nd St. South
ST. PETERSBURG

NOTE: This demonstration has been scheduled as part of the school's Latchkey program, an after-school program for kids with working parents.

WHY: BCBSF supports efforts and organizations that help promote health and wellness.

Cyclists who are aware of traffic laws and bicycle safety tips are less prone to be involved in accidents, according to the Pinellas County Bicycle Advisory Commission. In addition, the Safekids organization, which has a branch office in St. Petersburg, estimates 70 percent of all head injuries can be prevented by wearing a helmet.

NOTE: For the exact rooms where the demonstrations are scheduled, interested media should consult with the principal's office at each school.