



Press Release

Date: April 30, 2007

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FOR IMMEDIATE RELEASE

BICYCLE SAFETY RODEO

Dallas Children's Charities teams up with the Dallas Police Department

DALLAS, TEXAS (May 2, 2007)... The Dallas Police Department and Dallas Children's Charities are holding a free Bicycle Safety Rodeo for children under 12 years of age on **Saturday May 5, 2007 from 10 AM – 2 PM** at Cowart Elementary School (1515 S Ravinia Dr. Dallas 75211). Participating children will complete a bicycle safety rodeo course. Following completion of the course, students will receive a completion certificate. The rodeo course is designed to teach young cyclists the fundamentals of bike safety including bicycle laws in a fun and safe environment. Participants are encouraged to bring their own bicycle but there will be extra bicycles available for use.

Dallas Children's Charities (d.b.a. Dallas Margarita Society) will provide free bicycle helmets to children who participate. There will also be drawings for special prizes. Additionally, free bicycle serial number engraving will be available on site.

Steve Crane, vice president of charity for the Dallas Margarita Society commented, "For almost 30 years, Dallas Children's Charities has helped DFW children. We are thrilled to team up with the Dallas Police Department to encourage bicycle safety by providing helmets and locks to the participants. If we can prevent one child from visiting an emergency room, this day will be a true success. Bikes are fun and a big part of childhood, however, safety needs to be the top priority."

- According to Bicycle Helmet Safety Institute:
- About 540,000 bicyclists visit emergency rooms with injuries every year. Of those, about 67,000 have head injuries, and 27,000 have injuries serious enough to be hospitalized.
- 1 in 8 of the cyclists with reported injuries has a brain injury.
- Two-thirds of the deaths here are from traumatic brain injury.

- A very high percentage of cyclists' brain injuries can be prevented by a helmet, estimated at anywhere from 45 to 88 per cent.
- Many years of potential life are lost because about half of the deaths are children under 15 years old.
- Direct costs of cyclists' injuries due to not using helmets are estimated at \$81 million each year.
- Indirect costs of cyclists' injuries due to not using helmets are estimated at \$2.3 billion each year.
- Helmets are cheap. The typical discount store price has risen from under \$10 to about \$15, but there are still models available for under \$10 at major retailers.

For more information on the Bicycle Safety Rodeo day contact Sergeant Cheryl Cornish of the Dallas police Department at 214-789-9661.

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The Dallas Margarita Society, Inc., (d.b.a. Dallas Children's Charities) was formed in 1977 when a small group of business acquaintances decided to host a holiday party for associates and friends, and asked their guests to bring Christmas gifts for less fortunate children. The Society is a non-profit charitable organization whose goals are twofold. The first is to provide disadvantaged Dallas/Fort Worth Metroplex children with gifts at Christmas time and the second is to help those community organizations that work directly with underprivileged children throughout the year. Their Charity Ball has grown over the years and is now believed to be the largest annual invitation only charity black tie gala in the world, with over 10,000 guests, providing gifts for more than 6,800 disadvantaged children each year.

The Dallas Margarita Society achieves its goals by hosting fundraising happy hours throughout the year, an annual golf tournament in early summer and the Charity Ball early in the holiday season. At the Ball, guests are encouraged to bring toys or sponsor gifts with cash. Additionally, sponsors are solicited and through their generosity the Society provides operating support and scholarships to numerous community organizations. In 2006, The Dallas Margarita Society/Dallas Children's Charities collected over \$405,000 in toys and cash in conjunction with over \$175,000 in corporate and individual sponsorship donations. All fund-raising activities and events are donated to local DFW children's charities.

Over the past 31 years, the community impact generated by the activities and fund raising events of the DMS/DCC continues to prove every year that harnessing the charitable spirit of a few friends can be directed to reach out and truly "lift up" thousands of kids in need.