

NOTE TO MEDIA: due to the size, media is requested to rsvp prior to event.



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FOR IMMEDIATE RELEASE

**Dallas Police, Dallas Children's Charities to Team Up
for Bike Safety**
*After Fatal Accident, Elementary School Students to
Learn Safe Practices*

DALLAS, October 28, 2008-About 500 students at Kleberg Elementary School will learn about bike safety during a 90 minute school assembly on safety presented by Dallas Children's Charities and the Dallas Police Department. Cole Berardi, age 10, a student at the school, was fatally injured Friday night, October 17, when struck by a police car while riding his bike on South Belt Line Road.

Dallas Children's Charities and the Dallas Police Department will sponsor the assembly. Students will learn about bicycle safety, helmet safety, bicycle maintenance and playing it safe when out at night.

At the assembly, each student in grades 3-5 will receive a 911 tote bag containing spoke reflectors, brochures on Trick-or-Treating safety and bike safety and a police-badge sticker complements of the Dallas Children's Charities and the Dallas Police Department. Dallas police officers from the traffic and bicycle units will speak and answer questions. Students are also entering a bicycle safety coloring poster contest and will receive prizes given by the Dallas Children's Charities.

Additionally, Dallas Children's Charities has purchased seven copies of the Disney Productions, 16 minute Bike Safety with Bill Nye the Science Guy. Who better to get kids interested in bike safety basics than the way cool science guy? Students will learn why it's important to always wear an approved safety helmet, stay visible to drivers, remain alert and aware of your surroundings, and most importantly to follow the rules of the road. Each classroom will view and discuss the video.

Steve Crane, vice president of charity for the Dallas Children's Charities commented, "It is our hope that this assembly will teach the students how to safely ride a bike with reflectors, bright clothing and the importance of wearing a helmet."

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Assembly information:
1:30-3 pm Friday, October 31, 2008

Kleberg Elementary School
1450 Edd Road in Dallas

Directions to the school:
--Exit Edd Rd from east-bound 175 and turn left.
--The school is about 1 mile north of the freeway on the right.

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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 that provides disadvantaged Dallas/Fort Worth Metroplex children with gifts at Christmas time and helps community organizations that work directly with underprivileged children throughout the year. The 32nd Annual Dallas Margarita Ball which helps fund events, like the Bicycle Safety Assembly, is set for Nov. 15, 2008. To learn more visit www.dallaschildrenscharities.org