



Program overview

Program partners

- Safe Kids Southeast Wisconsin.
- Metro Milwaukee Kiwanis.
- Injury Free Coalition for Kids.
- Habush, Habush and Rottier.
- Many other community organizations, including, but not limited to: ISCorp, Milwaukee Sheriff's Office, Wisconsin State Fair Police, Milwaukee Police Department, Milwaukee Public Schools, Milwaukee Fire Department, Wheel and Sprocket, Boys and Girls Club.

Program goal

To reach at-risk children with educational messages about the importance of using a bicycle helmet, and fit and distribute a free helmet to each participating child. This is the tenth year of Winners Wear Helmets in Milwaukee, with nearly 5,000 students reached to date.

Date

8:30 a.m.-10:30 a.m. and 11:30 a.m.-1:30 p.m. Thursday, May 17, 2012.

Program components

- Select nine-ten Milwaukee public schools to participate; we are seeking schools where most children own a bicycle. Target is 600 children.
- Third grade students from each of the participating schools are targeted for the program.
- Volunteers visit each third grade classroom during the month of April with a 30-minute educational presentation on bicycle safety and helmet usage and to conduct a survey.
- Agenda of day's activities include:
 - At no cost to the school, students are transported by bus to and from the event from their school.
 - Students attend brief presentations by people who use helmets in their daily jobs (i.e.: race car driver, construction worker, motorcycle officer, etc.) Each presenter reminds the students about the importance of wearing a helmet.
 - Students are fitted for and will receive a free bicycle helmet.
 - While wearing their bicycle helmet, students participate in a bicycle rodeo teaching students the necessary skills of safe bicycling.

For more information, contact

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Habush Habush & Rottier s.c.*

Charitable Funds
1-800-2-HABUSH www.habush.com