

## FOR IMMEDIATE RELEASE

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#### **Helmets on Kids Campaign to Donate Free Bike Helmets**

The **Ontario Trial Lawyers Association** and the **Brain Injury Association of London and Region**, together with community partners, have announced today that over 800 bicycle helmets will be distributed for free to school children in the London and surrounding area, as part of the “**Helmets on Kids**” campaign.

The **Helmets on Kids** campaign will be launched at a special kick-off event beginning at 9:30 a.m. on Thursday, June 18, 2015 at F.D. Roosevelt Public School, 560 Second Street, in London, Ontario. Guest speakers at the event include:

- Mayor Matt Brown, City of London
- Connie Bray, Learning Supervisor, Thames Valley District School Board
- Ed Dedecker, Superintendent of Education, London District Catholic School Board
- Superintendent Bill Chantler, London Police Service
- Chief Neal Roberts, Middlesex-London EMS
- Wally Adams, Director and Environmental Health & Chronic Disease Prevention Services, and Amy Pavletic, Public Health Inspector, Middlesex-London Health Unit
- Sean Wraight, Ministry of Transportation
- Joy Cameron, Awareness Speaker

The event will include a class assembly and a helmet safety video, to be followed by a bicycle rodeo directed and overseen by officers of the London Police Service. The **Helmets on Kids** campaign seeks to put helmets on the heads of every child who needs one, and provides education and awareness about bicycle helmet use. In addition, the program also includes a video presentation and educational material for distribution to local schools.

The **Ontario Trial Lawyers Association** is a group of lawyers in Ontario committed to promoting safety and the prevention of injury within their communities. London members of the trial lawyers association, with full community support, continue the program which first began in London with the delivery of 200 bicycle helmets thirteen years ago. The program has now been expanded across the province, through the initiative of the **Ontario Trial Lawyers Association**, with helmets being purchased and donated in Chatham, Peel Region, Toronto, Ottawa, Burlington, Windsor, and other parts of the province.

In addition to the bicycle helmets being distributed through the **Thames Valley District School Board** and the **London District Catholic School Board**, approximately 200 additional helmets will be distributed through the following community partners:

- **Children's Safety Village of London and Area**
- **London Health Sciences Centre**
- **Brain Injury Association of London & Region**

According to the Canadian Institute for Health Information, cycling-related head injuries in children and youth account for 60% of hospitalizations in this age group. Wearing a bicycle helmet can reduce the risk of a brain injury by up to 88%.

Numerous **Ontario Trial Lawyers Association** lawyers and law firms in London and area have made financial donations to help purchase helmets for the **Helmets on Kids** campaign which is administered by the **Brain Injury Association of London & Region**. The campaign is also supported by Middlesex-London Health Unit, local police, hospitals, both school boards, and other safety associations and organizations related to brain injury awareness and treatment.

In total, more than 1000 bicycle helmets will be available for children in need, which is a good news story indeed!

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