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NEWS RELEASE

Bicycle Rodeo at Health Department Grand Opening

Port Charlotte (FL) – The Florida Department of Health, Charlotte County Health Department will hold a bicycle rodeo in conjunction with the grand opening of YOUR health department in Port Charlotte on Wednesday, July 21 at 1100 Loveland Boulevard. The ceremony begins at 1 pm, and the bicycle rodeo will be held from 2 pm to 4 pm.

The number one cause of death to children under the age of 17 is from brain injury due to bicycle, skateboard, and roller blade activities.

The term “bicycle rodeo” is a real misnomer as the event is any thing but a rodeo. It is a well-planned and highly structured bicycle skills and safety course for children. Participants do not need to bring their bicycle, as the Florida Department of Transportation Safe Routes to Schools program will provide both bicycles and helmets. The children will go through a series of obstacles and drills to simulate bicycle riding in the real world. Each rider will receive a certificate of participation upon completion of the course.

The Epilepsy Foundation of Florida will provide free bicycle helmets to the first 40 riders. Trained personnel from the Charlotte County Sheriff’s office will custom fit each helmet for maximum protection. Other partners for this event include the University of Florida and local bicycle stores. There will be shade, ice cold drinks, and lots of “free stuff.” The Bicycle Center and members of the Peace River Riders Bicycle Club will provide ice cream. Staff from the Charlotte County Health Department will manage the course under the supervision of Earl Lang with ACME Bicycle Shop.

Members of the community are encouraged to bring their children for this valuable bicycle safety training. Not only will the kids have a fun time, but possibly a life may be saved through the education provided.

For more information about the bicycle rodeo, grand opening celebration, or the health department in general, call 941-624-7200 or visit the CCHD Web site www.charlottechd.com.

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