

Helmets on Heads and Schwinn Bikes Donate Helmets to Variety Boys & Girls Club in LA

SoCalCycling.com August 3, 2013



More than 250 members of the Variety Boys & Girls Club in Los Angeles were fitted for new Schwinn bike helmets on Wednesday. Schwinn Bikes, in association with the ThinkFirst National Injury Prevention Foundation, visited Variety Boys & Girls Club as part of Helmets on Heads, a comprehensive national education campaign, designed to educate and inform kids on the importance of wearing a helmet every time they ride a bike.

Educators from ThinkFirst Los Angeles County Chapter, affiliated with LAC+USC Medical Center discussed the importance of protecting the brain and afterwards, fit each kid with a new Schwinn helmet. BMX star Steve McCann assisted in the helmet fitting, as well as encouraged the kids on safe and fun bike riding, along with helmet safety.

Helmets on Heads is committed to educating one million kids about bike helmet safety over the next 10 years. The organization offers tools and opportunities for educators, local communities and families to get involved and take action in protecting themselves and those around them.

Above Photo: BMX Star Steve McCann and Joseph Tolle, RN assisting with ThinkFirst Los Angeles County, LAC + USC Medical Center, fitting Ruby Martinez with her new Schwinn helmet.