**News Release**

**For immediate release**

*(Add Date)*

**[City] CHILDREN RECEIVE BICYCLE HELMETS**

The physicians of Lone Star County urged local children to be active and helped them stay healthy while participating in sports on wheels by giving away 100 free bicycle helmets Saturday, May 30.

The Lone Star bicycle helmet giveaway was part of a statewide effort — Hard Hats for Little Heads — launched by the Texas Medical Association (TMA) in 1994. The program promotes fun exercise and teaches parents and children about the importance of wearing a helmet. The event was sponsored by the Lone Star County Medical Society, in conjunction with the Texas Medical Association.

Texas physicians encourage wearing a helmet for all sports on wheels — biking, skateboarding, inline skating, and riding a scooter. And doctors want kids to wear the correct helmet for the sport and make sure it fits properly. Local physicians [could name them] were on hand at the event to properly fit the helmets.

Cycling is the No. 1 cause of injury to children aged 14 and younger. Injuries resulting from bicycles, scooters, skateboards, and inline and roller skates account for more than 500,000 emergency department visit annually for children under age 14.

“Wearing a bicycle helmet is such a simple way to help ensure a child’s health and safety,” said Joe Smith, MD, president of Lone Star County Medical Society. “We doctors wanted to kick off the summer by putting a helmet on children’s heads.”

Head injury is the most common cause of death and serious disability from bike crashes. A helmet can reduce the risk of head injury by as much as 85 percent, yet fewer than half of cyclists wear one when they ride.

Since TMA’s Hard Hats for Little Heads program began, TMA has given away more than 280,000 helmets to Texas children. Hard Hats for Little Heads is supported in 2017 through a TMA Foundation grant thanks to top donors — Blue Cross and Blue Shield of Texas, an anonymous physician and spouse, TMAF Make-A-Difference donors, and the Baptist Health Foundation of San Antonio — and generous gifts from TMA and TMA Alliance members, and friends of medicine.

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Lone Star County Medical Society

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***Note: Be sure to provide information tailored to your event where text is underlined.***