

## *Media Advisory*

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#### TMA MEDIA ADVISORY — FOR IMMEDIATE RELEASE

May 4, 2016

**TMA to Give 1,900 Children Helmets in May — Bike Month**

* **WHAT:** Texas Medical Association’s (TMA’s) [Hard Hats for Little Heads](http://www.texmed.org/Hard_Hats_for_Little_Heads/) program will give 1,900 Texas kids a free bicycle helmet in May — designated as Bike Month. TMA physicians and other volunteers will host helmet giveaway events across the state to teach parents and children how wearing a properly fitted helmet can protect them from most head injuries when riding.

TMA’s Hard Hats for Little Heads program was created in 1994 to help prevent head injuries by encouraging helmet use for all sports on wheels: bicycling, skateboarding, rollerblading, and riding a scooter. TMA has given nearly 240,000 helmets to Texas children since the program began.

* **WHEN: May 4-27, 2016**
* **WHERE:** **Communities statewide, including yours (see schedule below)**
* **WHO:** TMA physicians, medical students, TMA Alliance members (volunteers who are TMA physicians and TMA members’ spouses), and other volunteers — and Texas children
* **WHY:** Texas physicians want Texas children to be active — and safe. Wearing a bicycle helmet is an easy way to prevent injury. Head injury is the most common cause of death and serious disability from bike crashes.

Below is a schedule of TMA’s Hard Hats for Little Heads events across the state. Look for one in your community. ***Reporters: We have listed local contacts below for your convenience if you choose to cover an event; they are not for publication. For more information about TMA’s Hard Hats for Little Heads program, contact the TMA Media Relations Department (contact info below).***

**TMA’s Hard Hats for Little Heads Schedule: May 2016**

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| **Date** | **Event** | **Sponsor of Helmet Giveaway** | **Location and Time** | **Local Contact for Media Info** |
| 5/4 | Pilot Club of Quitman Bicycle Rodeo (school event, not open to the public) | Pilot Club of Quitman | Quitman Elementary School, 902 E. Goode, **Quitman**, 8:30 am  Yantis Elementary School, 105 W. Oak, **Yantis**, 1 pm | Bill Prague  903-850-9450 |
| 5/5 | Pilot Club of Quitman Bicycle Rodeo (school event, not open to the public) | Pilot Club of Quitman | Alba-Golden Elementary School, 1373 CR 2377, **Alba**, 8:30 am | Bill Prague  903-850-9450 |
| 5/7 | Gainesville Spring Fling | Drs. Lauren Buck and Natalie Britt, and North Texas Medical Center | Leonard Park, 900 W. California St., **Gainesville**, 10 am-5 pm | Kristi Rigsby  940-612-8607 |
| 5/7 | Irving Bicycle Fest | Bike Irving and Richardson Bike Mart | North Lake College, 5001 N. MacArthur Blvd., **Irving**, 10 am-2 pm | Francesca Funk  817-395-3245 |
| 5/12 | Bike Rodeo (school event, not open to the public) | Tarrant County Medical Society (CMS) | South Hi Mount Elementary School, 4101 Birchman Ave., **Fort Worth**, 5-7:30 pm | Orly Meyers  817-504-3111 |
| 5/12 | Hard Hats for Little Heads (school event, not open to the public) | Big Country Medical Alliance | Ortiz Elementary School, 2550 Vogel St., **Abilene**,  9 am | Kristy McDonough  325-665-2200 |
| 5/14 | South Dallas/Fair Park Active Bike Tour | Dallas CMS Alliance and Rae’s Hope Inc. | Cotton Bowl Plaza at Fair Park, 3809 Grand Ave., **Dallas**, 9 am-1 pm | Angela Fields  214-232-7740 |
| 5/14 | GSMC Kilgore Emergency Department Hard Hats for Little Heads | Good Shepherd Medical Center (GSMC)-Kilgore | Kilgore City Park, 601 E. North St., **Kilgore**, 10 am-Noon | Cindy Campbell  903-239-3872 |
| 5/14 | Quinlan ISD Bike Safety Rodeo & Helmet Giveaway (open to the public) | Sarah Lay, MD, and Quinlan Independent School District (ISD) | Ford High School, 10064 S. Business 34, **Quinlan**, 9-11:30 am | Kathleen Witte  903-356-1226 |
| 5/14 | Dallas Bicycle Safety Fair | The American Society of Safety Engineers — Southwest Chapter | Cotton Bowl Plaza at Fair Park, 3809 Grand Ave., **Dallas**, 9 am-1 pm | Stephanie Johnson  214-402-4111 |
| 5/14 | Family Fun Day, Health Fair, & Hard Hats for Little Heads\*\* | Lori Anderson, MD, and Amistad Community Health Center | Amistad Community Health Center, 1533 S. Brownlee Blvd., **Corpus Christi**, 10 am-1 pm | Lori Anderson, MD  361-884-2242, ext. 200 |
| 5/14 | Hard Hats for Little Heads | GSMC-Marshall | Telegraph Park, N. Washington Ave., **Marshall**, 9-11 am | Jerry Neel  903-926-0500 |
| 5/14 | Hard Hats for Little Heads | St. David’s Round Rock Medical Center | H-E-B, 1700 E. Palm Valley Blvd., **Round Rock**, 9 am-1 pm | Kristen Hullum  512-341-6118 |
| 5/15 | Bike Rodeo (for local Pack 14 cub scouts only)\* | Matt Brimberry, MD | Barton Hills Elementary School, 2108 Barton Hills Dr., **Austin**, 3 pm | Matt Brimberry, MD  817-703-9434 |
| 5/20 | Health Fair, Immunizations, and Community Gathering (open to the public) \*\* | Lori Anderson, MD; Amistad Community Health Center; and Port Aransas ISD | Port Aransas High School Gym, 100 S. Station St., **Port Aransas,** 3:30-7 pm | Lori Anderson, MD  361-884-2242, ext. 200 |
| 5/21 | Family Fun Day\* | Adanna Amechi-Obigwe, MD, and Vernon Clinic | Wilbarger General Hospital Fitness Trail, 920 Hillcrest Dr., **Vernon**,  11 am-1 pm | Adanna Amechi-Obigwe, MD  507-621-0316 |
| 5/21 | Pedaling for Health\* | Sejal Desai, MD, and Prime Care Medical Group/Azure Wellness | Memorial Park Conservancy Picnic Area #1 & #3, 7575 N. Picnic Loop, **Houston**, 9-11 am | Michelle Bishop  832-228-8062 |
| 5/21 | Spearman Heritage Days\*\* | William Hastings, DO; Hansford County Hospital District; and Bell CMS and Alliance | Main Street, **Spearman**, 10:30 am-12:30 pm | Martha Howell  806-773-0367 |
| 5/27 | Curington Elementary Bike Rodeo (school event, not open to the public)\* | Wendy McCurley, MD, and CMS | Curington Elementary School, 601 Adler Rd., **Boerne**, 8 am-Noon | Wendy McCurley, MD  830-328-3558 |
| May | Bike Month at PSC (open to patients at Sugar Creek) | Physicians at Sugar Creek (PSC) | Physicians at Sugar Creek, 14023 Southwest Frwy., **Sugar Land** | Pamela Chung, MD  940-550-4515 |

Hard Hats for Little Heads is made possible through a grant from [TMA Foundation](https://www.texmed.org/foundation/), the association’s philanthropic arm. The program is supported in 2016 by 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.

\*The [Texas Academy of Family Physicians](http://www.tafp.org/) (TAFP) provided funding for this giveaway, which is sponsored by a TAFP member.

\*\*The [Texas Pediatric Society](http://txpeds.org/) (TPS) provided funding for this giveaway, which is sponsored by a TPS member.

*TMA is the largest state medical society in the nation, representing more than 49,000 physician and medical student members. It is located in Austin and has 110 component county medical societies around the state. TMA’s key objective since 1853 is to improve the health of all Texans.*

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