

For Immediate Release

May 6, 2011

## **Bicycle Safety Week 2011 – Ride Right: Know the Rules of the Road May 15 – 21, 2011**

The Saskatchewan Prevention Institute, a provincial, non-profit organization has been working since 1980 to raise awareness and educate others about the prevention of disabling conditions in children. The Prevention Institute would like to take this opportunity to encourage support for safe cycling strategies and the prevention of bicycle-related injuries among Saskatchewan cyclists.

The Saskatchewan Prevention Institute is excited to celebrate Bicycle Safety Week – Ride Right: Know the Rules of the Road – May 15-21, 2011.

Cycling is an activity that provides recreation and transportation for many Saskatchewan people. Cycling is a healthy and environmentally friendly activity but it is not without risks. In Saskatchewan in 2008, 165 cyclists were injured and one was killed as a result of a traffic collision. The citizens of Saskatchewan, like all Canadians, bear a significant financial burden associated with cycling-related injuries. Brain injury and death are unfortunate results of cycling-related injuries with direct medical costs that exceed \$195 million per year in Canada. These injuries also exact an immeasurable toll in terms of pain, suffering, and diminished quality of life for those injured and their families.

The good news is that these injuries are largely preventable. Bicycle helmets have been shown to reduce the risk of head injury by as much as 85 per cent. Cyclists can further reduce the risk of injury by practicing safe cycling behaviour and following the rules of the road.

Cyclists need to be aware of and respect other drivers, whether they are on two wheels or four. The most important rule to remember is that a bike is a vehicle too and shares the road with all vehicles. Cyclists should remember to:

- Always wear a helmet;
- Ride single file on the right-hand side of the road;
- Use arm signals when turning or changing lanes;
- Look both ways before crossing the street;
- Obey traffic lights and signs;
- Scan the road for obstacles, like potholes, loose gravel and slippery surfaces;
- Never wear headphones when cycling; and
- Always ride with caution.

Please help the Saskatchewan Prevention Institute increase public awareness of the positive impact of cycling and help raise awareness of the need to take preventative measures to avoid the risks associated with cycling.

For more information or if you would like to contact schools, community groups, or agencies in your community who are participating in Bicycle Safety Week, please contact the Saskatchewan Prevention Institute:

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