



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Police Safety Cite Program awards student with bicycle

Riverside, CA – As part of Bicycle Safety Month, Riverside Police presented a surprised and excited sixth grader with a new bicycle and helmet at Ben Franklin Elementary School today. This presentation is part of the Riverside Police Department’s “Safety Cite” program.

Anthony Zavala, 12 years old, received his bicycle in a drawing from all Safety Cite recipients. Anthony received a Safety Cite in October 2008 and again in May 2009, for properly wearing a helmet and obeying the rules of the road while riding his bicycle. The Riverside Police Department (RPD) has issued 29 Safety Citations this year. The bicycle Anthony received was donated by the Riverside Optimist Club.

The “*Safety Cite*” program is a positive reinforcement program to promote the proper use of traffic safety equipment (helmets & pads) and to encourage juveniles to follow all rules of the road in the city of Riverside. Police officers can issue the safety citations any time they observe children doing the right thing and practicing safe bicycling technique. All citations issued are entered into a drawing for a new bicycle and safety helmet. The law in California requires children under 18 years old to wear an approved helmet when riding bicycles, scooters, skateboards, and skates. Wearing a helmet reduces the chance of a head injury in a collision by 85%.



The Riverside Police Department Traffic Education Unit offers traffic safety information in the form of presentations, school assemblies, and bike rodeos. For more information on any of these programs contact Traffic Education Coordinator Nicolle Macarter at (951) 353-7981.

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