

FOR IMMEDIATE RELEASE

April 2010

Contact: **Name**
 Title
 Club or Dealer
 Phone #

Helmet Safety an Important Issue for North Dakota Youth

BISMARCK, ND: In the event of an off-highway vehicle accident, helmets may reduce the risk of death in an accident by 42%. (*Source: Consumer Products Safety Commission*)

Dirt bikes, ATVs, and side-by-sides are popular off-highway vehicles (OHVs) among North Dakota residents. However, an increasingly significant issue in North Dakota is lack of helmet use by youth and adults. Riders and passengers under age 18 are required by law to wear a DOT-approved helmet when riding any OHV, including dirt bikes, ATVs, and side-by-sides. To encourage OHV enthusiasts, especially youth, to consistently wear a properly fitted helmet, North Dakota Parks and Recreation Department (NDPRD) is launching the “*Ride Safe. Ride Smart*” public service announcement (PSA) campaign in April 2010.

The television and online PSAs will focus on wearing a helmet to maximize injury protection. The helmet should fit snugly, fasten securely, and not be cracked or damaged. In addition, newer helmets will further protect riders through the use of the latest technological advancements in safety.

As part of the “*Ride Safe. Ride Smart*” campaign, **(insert dealer/club name)** will be hosting **(insert event name)** on **(insert event date)**. For more information, contact **(insert dealer/club contact person)** at **(insert contact phone number and/or email)**. For more information about helmet safety and promotions from NDPRD, visit www.parkrec.nd.gov.

What: **Insert event name and overview**

Who: **Insert dealership/club name**

Where: **Insert event location**

When: **Insert event date and time**

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