



ALL KIDS BIKE .org

2020 Press Kit
RESOURCES TO HELP YOU SHARE YOUR STORY

PHONE: 605.956.3877 • ALLKIDSBIKE.ORG



MedExpress Donates 110 Bikes to Area Schools

BELLAIRE - It didn't take long for kindergarten student Gunnar Suriano to give a thumbs-up after trying out one of the 110 Learn-To-Ride pedal bikes at a "bike...



HOW TO USE THIS TOOLKIT

This kit is designed to build the marketing and PR capacity of schools and donors involved in the All Kids Bike program. Whether you are a school who is seeking support or have already met your funding goal, or a donor who has graciously chosen to gift this opportunity, we want you to be equipped with the tools and information necessary to share your story.



As a school, it's important to inform your community of the exciting things happening. People are eager to help you reach your goal and celebrate your successes with you! As a donor, you should want to share your story. Wherever your donation lands on the scale, you've made the choice to change lives and should be recognized.

More About Building the Buzz

Host a Build Day

There are various opportunities throughout the reception of the program for you to make your story extra epic. Bikes are shipped unassembled, meaning they need to be built before the school can use them. Organizing a build day with volunteers, the school staff, or a local group or organization, presents a great press opportunity.

Step 1: Choose a build location, date and time

Step 2: Contact volunteers

Step 3: Invite media

Step 4: Build the bikes!

****NOTE:** Schools have various obligations for child safety and privacy which all parties must honor. Donation of the program to the school does not entitle the Foundation or the Donor to involvement at the school. Any participation in bike delivery and/or build day will be at the discretion of the school.





Sioux Falls Morning Optimist Club

November 19, 2019 · 🌐

We were proud to present Strider bikes to Laura B Anderson Elementary School today. The kids were so excited to finally get the chance to use them. Both KSFY and KELO covered the event so watch for us on the news tonight. #dmmoptimist #imagine



Delivery Day Presentation

Delivery days also present an opportunity to share the big news. Surprising a room full of kindergartners with bikes is so rewarding and it's the perfect way to get everyone jazzed about what's happening!

Step 1: Contact school

Step 2: Schedule a date & time

Step 3: Get approval from school to invite media

Step 4: Make those kiddos smile!

****NOTE:** Schools have various obligations for child safety and privacy which all parties must honor. Donation of the program to the school does not entitle the Foundation or the Donor to involvement at the school. Any participation in bike delivery and/or build day will be at the discretion of the school.



All Kids Bike delivery in Victoria, Texas



Watch later



Share





BikeNWA

February 12 at 7:28 PM · 🌐

"The program is the combined effort of the Walton Family Foundation, BikeNWA, and the Strider Education Foundation and is set to benefit over 16,000 kindergartners and first-graders over the next five years." 🎉

<https://www.nwahomepage.com/.../nwa-elementary-schools-parti.../>



NWAHOMEPAGE.COM

NWA elementary schools participate in bike program

A new program that helps kids learn bike skills was launched Wednesday...



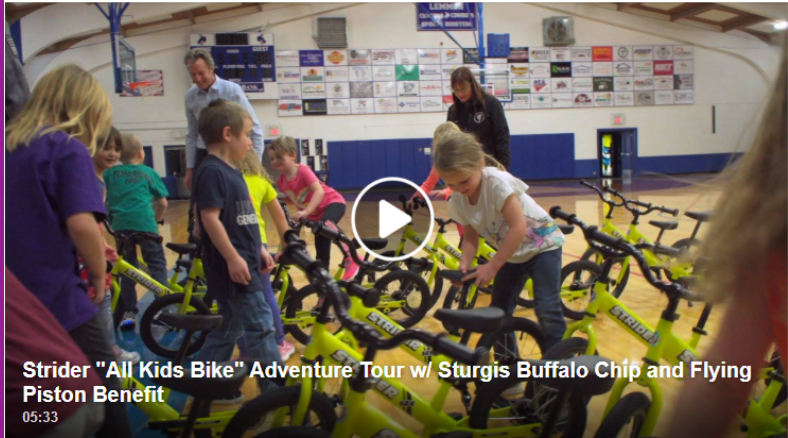
Sturgis Buffalo Chip is with Flying Piston Benefit and 3 others.

December 19, 2019 · 🌐

Look out for the next generation of two-wheeled fanatics! Kindergarten students in Dupree, Lemmon and Faith, South Dakota will be learning to ride a bike in PE class thanks to a gift of 66 Strider Bikes from the Sturgis Buffalo Chip, the Flying Piston Benefit and Strider.

More info here 🙌 <http://bit.ly/2s3PrUH>

Strider Bikes | All Kids Bike | Flying Piston Benefit | Biker Belles - Sturgis Buffalo Chip



Strider "All Kids Bike" Adventure Tour w/ Sturgis Buffalo Chip and Flying Piston Benefit

05:33

Joplin Area Chamber of Commerce

November 15, 2019 · 🌐

Earlier in the month we brought together kindergarten students and individuals in the community who contributed to the All Kids Bike campaign to celebrate reaching our goal of funding all 11 Joplin Elementary Schools. This spring the future of Joplin will have two wheels!



00:31



Music City Indian Motorcycle is at Amqui Elementary School.

December 9, 2019 · Nashville, TN · 🌐

👍 Like as Your Page

Well, we did it again! Our efforts from #plhnashville raised enough money to take care of another elementary school today! Amqui Elementary in Madison, TN received their Strider Bikes today! The All Kids Bike program is spreading like wildfire here in TN and we are stoked to be a part of it! Special thanks to Peace*Love*Happiness Charity Steve Schweidel Communities In Schools of Tennessee Rockford Fosgate Fasthouse Ultimate Face Cosmetics Paul Mitchell 5.11 Tactical Indian Motorcycle Metzeler Mee McCormick Author & Chef Foundation for Fallen Officers of Tennessee Hutton Hotel Mike Woods Mike Wolfe American Picker Klock Werks Amqui Elementary School #allkidsbike #striderbike #balancebike #nextgeneration #purposebeforeprofit #twowheels #physicaleducation #teachemyoung



+4

CGA Architects
November 5, 2019

Like as Your Page

What an exciting day for Joplin Schools! CGA is proud to support Kelsey Norman Elementary's All Kids Bike kindergarten PE program!

THE FUTURE OF JOPLIN SCHOOLS HAS TWO WHEELS!

ALL KIDS BIKE .org

JOPLIN AREA CHAMBER OF COMMERCE + TRAILS & CONNECTIVITY



Bike Wheeling
December 13, 2019

Like as Your Page

BIG NEWS- MORE KIDS ON BIKES!!!! MedExpress donated 110 Learn-To-Ride Balance Bikes, pedal conversion kits and helmets to five area elementary schools as part of a partnership with All Kids Bike and the Strider Bikes Education Foundation, a nonprofit organization that aims to place kindergarten physical education programs into public schools for free. In addition to Bellaire Elementary, other schools, each receiving 22 bikes, include Madison Elementary, Center McMechen Elementary, Anna Marie Ayers Elementary in Martins Ferry, and McNinch Primary School in Moundsville. MedExpress Urgent Care #StriderBikes #AllKidsBike #GoBike #MoreKidsOnBikes #MedExpress #LetsRide #WheelingWV #bikes #Christmas



THEINTELLIGENCER.NET

MedExpress Donates 110 Bikes to Area Schools

BELLAIRE – It didn't take long for kindergarten student Gunnar Suriano to give a thumbs-up after tryin...

Pinon Hills Elementary School
October 4, 2019

"Learning to ride a bike is practical, healthy and fun!" said Kathi Larsen, VirnetX Co-Founder. "We are delighted to participate in the first All Kids Bike Kindergarten PE Program in the State of Nevada and hope the kids have a great time while learning how to safely ride bikes."

Thank you to VirnetX and Paughco Parts for making this possible. The Strider Bikes were built by employees of Paughco Parts on September 24, 2019 and delivered to the kindergarten physical education class at Piñon Hills Elementary School this morning! All Kids Bike, we are so excited to get started!



musiccityindian • Following
Music City Indian Motorcycle

#striderbike #musiccityindian #indianmotorcycles #balancebikes #futerideriders #family #plhcharity #plhnashville #giveback

11w

scalfbone Love what y'all do for the community and always happy to help in any way I'm able! Happiest of Thanksgivings to the whole crew over there at @musiccityindian !!

11w 2 likes Reply

View replies (1)

striderbikes ❤️❤️❤️❤️

11w Reply

Liked by striderbikes and 82 others

NOVEMBER 27, 2019

Add a comment... Post

Use this media alert as an example to edit and disperse it to local media as you see fit. This should be sent about a week before the event and should be followed up with a phone call a day or two before the event.

****MEDIA ALERT**MEDIA ALERT**MEDIA ALERT****

FOR IMMEDIATE RELEASE: [Month, Day, Year]

CONTACT:

Name

Phone Number

E-Mail Address

All Kids Bike Program is Coming to [Name of Elementary School]

What: [Name of School] Kindergartners will be present for the unveiling of new Strider® Balance Bikes as we join the All Kids Bike movement. The launch event will include words from [Notable Speakers and their Titles].

Where: [Name of School, Address, City, State, Zip Code]

When: [Day, Month, Year, Time of Day]

Why: [Name of School] will receive the All Kids Bike Kindergarten PE Program, including learn-to-ride curriculum and Strider Balance, thanks to a generous donation from [Name of Donor or "community efforts"]. The [# of bikes] new bikes were assembled by [Name of Group or Organization] and will help over [# of kindergartners X 5] kids learn to ride over the next 5 years.

Attendees Will Include:

- [# of students] kindergarten students from [Name of School]
- [Familiar Attendees]

ABOUT [Name of School]

Short school bio will go here

ABOUT ALL KIDS BIKE®

All Kids Bike is a national movement led by the Strider® Education Foundation to place Kindergarten PE Learn-To-Ride Programs into public schools for free, using donations from individuals, businesses, and organizations.

Visit www.AllKidsBike.org

Use this press release as an example to edit and disperse it to local media as you see fit. Be creative and personalize it in a way that best tells YOUR story.

FOR IMMEDIATE RELEASE:

[Business Name] Donates [Number of Bikes] to [School Name]

Every kindergartner will have the opportunity to learn to ride a bike in P.E. Class

City, State(Date) -- [Business Name] donated a complete Learn-To-Ride Program, including Strider Learn-To-Ride Bikes, helmets and curriculum to [School Name]. The bikes were assembled [Date] at [Location] in a collaborative effort by various [Business] staff, who volunteered their time, along with [School District] employees.

This generous donation will help approximately [number of currently enrolled/year x 5 years] kindergarten students learn to ride over the next five years.

The Strider Bikes will be delivered to every kindergarten physical education class at [name of school] and will be incorporated into their curriculum between [dates].

[Name of school/district] will receive everything they need to get their students pedaling through the Kindergarten P.E. program. The program includes a proven, integrative curriculum, staff training and certification, the revolutionary, child-friendly Strider Learn-To-Ride bikes, and helmets. The fleet of dual-propulsion 14x Strider Bikes start as balance bikes and convert to pedal bikes. This conversion makes learning to ride easier than ever before and makes training wheels obsolete. The Strider Education Foundation, the program provider, also offers continued support for each school to ensure everyone involved is successful for five years.

[Insert quote from school district superintendent or principal]

[Insert quote from business owner or donor]

About [Business/Donor]

About [School District]

About Strider Education Foundation and All Kids Bike

All Kids Bike® is a national movement led by the Strider® Education Foundation to place Kindergarten PE Learn-To-Ride Programs into public schools for free, using donations from individuals, businesses, and organizations. The Strider Education Foundation, a 501(c)(3) organization, was formed in 2017. The Strider Education Foundation believes that learning to ride can help everyone lead a happier and healthier life. Through the development of a proven Learn-To-Ride curriculum and donations of the world's most advanced training bikes, the nonprofit organization makes riding available, safe, easy, and fun for everyone.

Contact:

[donor/ school email address]

[donor/ school mailing address]

[donor/ school phone number]