



### **What is Cruise 4 Kids?**

**Cruise 4 Kids** is an organization that was formed to be a part of a culture of wellness by sponsoring a noncompetitive yearly charity bike ride. The funds collected from our “100 Heroes of Health” and the pledges collected from our ride participants will be used to inspire a generation of youth to be active by providing bikes for 3<sup>rd</sup> grade students in Great Falls. Bikes will be purchased for as many 3<sup>rd</sup> grade students as funding allows. **Cruise 4 Kids** is run by a volunteer board of directors which includes teachers, a lawyer, a personal trainer, a MSU Extension Agent, a paralegal, and a legal consultant all passionate about health and wellness.

### **Why Biking?**

Biking is an activity that can be done for a life time! It is low impact and can be done solo or in social groups. It gets people outside enjoying our beautiful community and Montana scenery!

**Objective #1:** To encourage Great Falls children to be more active. Our funds will primarily be used to buy bikes for 3<sup>rd</sup> grade students in Great Falls. We chose this age group, because this is when children’s size necessitates a transition from their small children’s-sized bikes to larger, more sophisticated bikes.

**Objective # 2:** To encourage people of all ages and fitness levels to ride in an event that is noncompetitive and not timed. Our vision is to see teams from all walks of life riding in this charity event.

**Objective #3:** To be a part of a culture of wellness in Great Falls, Montana. Our main focus of fundraising is to develop an entire community that supports health and wellness.

*Cruise 4 Kids is pleased to announce...*

# **The First Annual Bike Giveaway & Safety Extravaganza**

**Saturday, September 18<sup>th</sup>, 2010**

## **Schedule of Events**

### **10:30 AM- 11:30AM: Bike Recipients Bike Give-Away Begins**

All bike recipients will be fitted for their bike and helmet by Scheels' bike specialists. Once fitted, bike recipients will be encouraged to participate in a safety course and helmet demonstration!

### **11:30AM- 1:00PM: Bike Rodeo Safety Course and Helmet Demonstration Opens to *All* Elementary Students**

All elementary students are welcome to bring their bikes and participate in the bike safety activities during this time.

**Where:** Scheels Parking Lot, Holiday Village Mall

**Who:** All GFPS Elementary Schools, Holy Spirit, Lady of Lords, Foothills Christian

**What:** We are excited that our funding is allowing for 3 bikes per elementary school. If at all possible, we are asking students to pick up their new bikes at Scheels on September 18<sup>th</sup>. Scheels will be professionally fitting the bikes to the individual. All recipients will also receive a bike helmet and bike safety instruction.