

FOR IMMEDIATE RELEASE

January 2010

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

Helmet Safety an Important Issue for North Dakota Youth

BISMARCK, ND: Seventy one percent of snowmobile-related injuries among children are to the head. *(Source: National Institutes of Health)*

North Dakota’s long winters make snowmobiling popular among residents, but this statistic shows that helmet safety is an increasingly significant issue in the state. To encourage snowmobile riders, 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 January 2010.

The television and online PSAs will focus on wearing a properly fitted helmet to maximize injury protection. The helmet should fit snugly, fasten securely, and not be cracked or damaged. In addition, newer, more technologically advanced helmets will further protect riders by keeping their faces warm and vision clear of fog while riding in the snow.

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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