



NEW YORK STATE SENATOR

Simcha Felder

Senator Felder Talks to Children about Bike Safety

SIMCHA FELDER August 19, 2015

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FELDER: “COLOR ME SAFE”

Senator Hands Out Thousands of Coloring Activity Books Promoting Bike Safety

August 18, 2015 (Brooklyn) – Senator Felder today visited local day camps to discuss the importance of wearing helmets. The visits were part of the Senator’s “Wear a Helmet” Campaign, which was launched together with BINA Stroke and Brain Injury Assistance, in response to reports that Brooklyn’s 66th Police Precinct is the second most dangerous precinct in New York City for cyclists.

“I was excited to talk to the children personally about helmet safety, and to hand out colorful activity books to them,” said Senator Felder. “It was so refreshing to be able to discuss the importance of wearing a helmet in a way that was enjoyable and educational.

One of the children told the class about how a helmet saved him personally, saying that although the helmet was cracked and he got stitches on his chin, his head was protected and he was saved from serious injury.

The activity books were co-sponsored by BINA – an organization that knows full well the importance of wearing a helmet, and the unfortunate consequences that can result from not doing so. BINA provides guidance and assistance to survivors of stroke and brain injury, many of them children and young adults, and their families whose lives have been unexpectedly shattered by a brain injury. BINA addresses every need with rehabilitation referrals and discharge planning, case management, crisis intervention, support and education, allowing brain injury survivors to achieve every possible goal while on the difficult road to recovery.

Beginning Sunday, August 30th to Friday, September 4th, any child or teenager wearing a helmet while riding a bike may pick up a coupon for a free Klein’s ice cream or ices from participating neighborhood toy stores.

The coupons can then be redeemed at the Safety Sunday Extravaganza on Sunday, September 6th from 1:00 – 4:00 p.m. at the Boro Park Ice Cream House, 2 Church Avenue. The event will feature entertainment and special appearances by the New York Police Department, Fire Department, Hatzolah, Shomrim, and others. Children will be treated to balloons and a magician along with clowns and free prizes.

For a free copy of the activity book for your child you can contact Senator Felder’s office at 718-253-2015.