

ORDER FORM

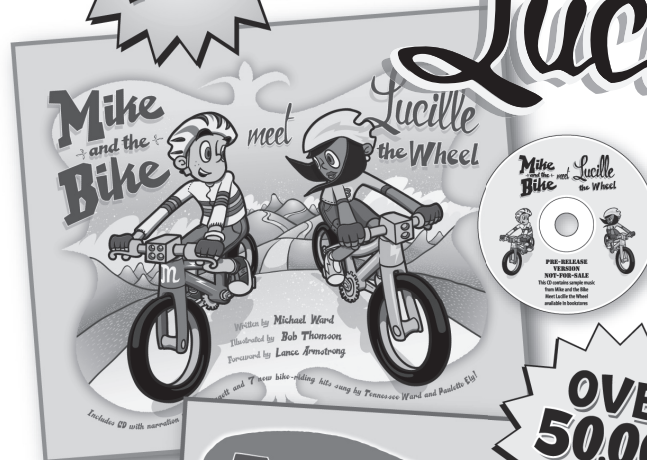
Introduce Your Children to the Wonderful World of Cycling! with

Mike and Lucille

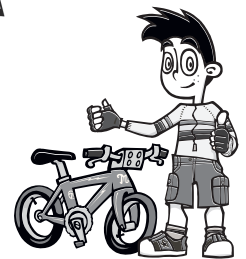
Enjoy the Ride!

- The #1 Cycling Storybook Series!
- Builds Self Confidence and Esteem in Young Riders!
- Endorsed by parents and librarians as a "fun" way to get children on bikes!
- Foreword by 7 time Tour de France winner Lance Armstrong
- Each book is narrated by Phil Liggett!
- Each book includes a full audio CD with Bike Riding Rock and Roll!

NEW



**OVER
50,000
SOLD**



Mike Mission –
Mike and The Bike promotes active lifestyles to children and parents using cycling as a platform. We encourage parents to be involved in their child's play and to recognize the importance of Pedal Power in their children's lives!



www.MikeandtheBike.com

"Mike and The Bike is my child's FAVORITE book! It is read EVERY night and we never leave without making sure that the audio CD is loaded and ready to play!"

John Cole
Parent

"Mike and Lucille are great characters to help get kids on bikes and exercising!"

Sean Petty
Chief Operating Officer
USA Cycling

"My son knows every word to the Mike and The Bike theme music! Our entire car is singing when we drive to my husband's bike races! It is awesome!"


Jennifer Hollifield
Atlanta, Georgia
Parent

"Lucille reminds me of myself! Her and I both love to get outside and ride with the boys! Go Lucille!"

Mari Holden
Olympic Medalist
World Champion
5-time US National Champion

"I have 3 girls who wear pink and love to ride! Lucille is the new super hero in my house!"

Janice Gregson
Parent

Qty	Item	ISBN#	Price	Total
	Mike and the Bike Meet Lucille the Wheel 	978-0-9762800-9-5	\$16.99	
	Mike and the Bike Original Version	1-59441-498-X	\$16.99	
Add 15% Shipping and Handling				
Total				

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"There is nothing like riding a bike, and there is not another rider like Mike. Hop on and go for a ride- I think you will like reading and riding with Mike!"
- Lance Armstrong

Store Contact



ATTENTION PARENTS!

Dear Parents or Guardians,

Mike and The Bike promotes active lifestyles to children and parents using cycling as a platform. We encourage parents to be involved in their child's play and to recognize the importance of Pedal Power in their children's lives!

Pedal Power is the physical and emotional strength combined with the self-confidence children gain by riding bikes at a young age that prepares them for challenges ahead. Pedal Power is important because it establishes good habits at an early age that will result in an overall more active and healthy lifestyle.

Why is Riding a Bike so Important?



U.S. health officials have identified a new epidemic impacting the youth of America – it is childhood obesity and the number of children affected is staggering.

- According to ABC News, in the past 20 years, the percentage of overweight children in America has doubled. Among teens it has tripled. If childhood obesity goes unaddressed, overweight kids will likely be plagued with a host of weight-related illnesses into adulthood, including diabetes and heart disease.
- Health experts have proclaimed that the U.S. is in the midst of a dual epidemic they're calling 'diabesity'. Over the past decade, childhood cases of Type II diabetes have increased tenfold because of rising rates of obesity. Today's teenagers may be the first generation of Americans whose life expectancy is shorter than that of their parents.
- According to the Centers for Disease Control (CDC) the percentage of children and adolescents who are defined as overweight has more than doubled since the early 1970's with about 15 percent of children and adolescents who are now overweight.
- According to the United States Department of Agriculture, 1 out of every 5 children in America is overweight or obese.

The challenge of teaching children to lead healthy lifestyles is finding a way to motivate them to keep physically active outside of structured school and youth group programs. Riding a Bike meets this challenge by offering children fun and entertaining ways to move. When your child discovers the freedom and adventure of riding a bike they will begin to establish a healthy and active lifestyle and begin to identify for themselves how good they feel being outside and on the move.

Reward their achievements and join in the fun! If you would like to learn more about Mike and The Bike please visit www.mikeandthebike.com

School Contact



www.MikeandtheBike.com