

# **Mike and The Bike and Lucille The Wheel Pedal Power Bike Rodeo**

**How to Organize a Bike Rodeo Event for Your Store**



# **Introduce Children to the Wonderful World of Cycling Through Play and Education**

Organizing a Bike Rodeo Event for your store is a great way to get more children on bikes at a young age while encouraging parents to make an investment and take more interest in their child's bicycle safety and lifestyle! Hosting a Bike Rodeo Event at your store helps turn your store into a destination point and establishes you as a community resource. It is a wonderful opportunity to generate first time customers while giving you an opportunity and a purpose to connect with long time clients.

This packet will give you an overview of what a Bike Rodeo is and how to host a Pedal Power Bike Rodeo at your store. We provide you with the reproducible materials for you to copy and use at your discretion. The Mike and The Bike and Lucille The Wheel Pedal Power Bike Rodeo focuses on young riders; however, these materials can be used and referenced for children of all ages.

## **Pedal Power- What is it?:**

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- Why is it important?**

Pedal Power is important because it establishes good habits at an early age that will result in an overall more positive and healthy lifestyle.

"I will cherish the time spent with my son Tennessee riding bikes for the rest of my life. Teaching my son to ride his bike and watching his confidence and self esteem grow over the years makes me proud. It is a gift that all parents should have the opportunity to give their child."

-Michael Ward, Grammy Award Winning Musician

"It is our responsibility as parents and as a community to teach our children to be independent, confident and proud of whom they are. Getting kids on bikes at a young age gives them the tools they need to develop these characteristics that they will use throughout their lives."

-Kevin Livingston.

"As a young girl my bike became my way to show everybody around me that I was just as good as they were. It is important that girls are encouraged to ride at a young age and receive the same opportunities to do so."

- Mari Holden

"Mike and Lucille are great characters to help get kids on bikes and exercising at a young age- the younger they start riding the better!"

- Sean Petty, USA Cycling



A Bike Rodeo is a bicycle safety clinic featuring bike safety inspections and a safety talk about the Rules of The Road. This is followed by a ride on a miniature “chalk street” course set up in your store parking lot where young riders are shown where and how to apply the rules. Other activities can include helmet fitting, bike registration (local police), bike tune-ups, prizes, drawings and even a presentation by a local bike racer or your store mechanic!

Rodeos can be held anytime in the spring when the weather starts to get warmer. If you hold them before school lets out you can use it as an opportunity to encourage parents to organize days when they can bike to school with their children. They are usually held on a weekend in a large parking lot where a fairly large chalk course can be laid out with simulated streets, intersections, crosswalks and stop signs. The ideal location for your Bike Rodeo is your own store parking lot or location in close proximity to your store.

Participants should be escorted through the course by knowledgeable adult cyclists (these can be store employees, local riders who ride out of your store, Police bike patrol and even parents) who can point out hazards and safety tips, and explain how to apply the Rules of The Road.



## Stations and Activities

To keep the operation flowing and prevent kids from standing around, stations must be created for participants to be guided through. Mark the stations off with rope or ribbon that will guide the participant from one station to the next.

The layout should be such that the participants will not be distracted by a prior station, and always be looking forward. Having refreshments at the end will encourage kids to work in the direction that you want them to move. Stations can be laid out in a line, but if the area won't accommodate this, lay-out other station patterns with markers to guide participants from one station to the next.

Have all parental matters (registration, permission slips) handled at the first station so children can proceed on their own through the other stations. Encourage parents to accompany their kids through each station. It is important to have parents along so they understand the bicycle-fit process and helmet adjustment.

### Station 1: Registration

At the registration station you will sign up each participant and obtain the permission signatures from parents. The registration form should also bear the waiver of liability (included in this packet). These are necessary items. The registration documents the event and serves as a legal protection in the event of an injury.

If there are drawings or door prizes tickets for these are also best given out at the registration stations. Printed material for the parents concerning bike safety issues should be made available at the registration station. (Important: try not to send the kids through the event with papers in their hands but rather hand materials to parents to carry for them).

Finally a checklist form is attached to the bike for the bike inspection station (included in this packet). Bikes judged unsafe should not be allowed to participate in the event. This is a good opportunity to have your store mechanic involved in order to make the adjustments to bikes in order that they are in proper condition to participate in the event. This form can also be used as a checklist to let parents know about needed repairs.

A form that serves as a single all-in-one, registration, permission form and waiver provided in this packet and can be downloaded at [www.mikeandthebike.com](http://www.mikeandthebike.com). The form has a tear-off that is retained at the registration table with child name and age as well as parent email in order to identify each bike. Also, use this information for your own Pedal Power Bike Rodeo records in order to track participation. The other part carries the signatures, permissions, and waiver on one side and the checklist on the other. That part is attached to the participant's bike, and goes through the entire course and is marked at each station as necessary.



## Stage 2: Inspection

After registration, the kids wheel their bikes to the inspection stations. You can do an overall inspection or use four sub-stations to inspect bikes. Use your store mechanic(s) and employees as well as bike club members to staff the stations.

### **The Substations include:**

A – Air and Tires

B – Brakes

C – Cranks and Chain

F – Frame and Fit

Depending on the staffing available and the number of kids attending you may choose to do quick tune-up tasks at these stations. Normally the only adjustment you will have time to do is adjust seat height. However if you have enough mechanics around, set up a couple of bike repair stands out of the traffic flow.

Inspectors should be prepared to explain to young riders and their parents how to take care of the bike and what needs fixing. Bikes that look to be in good shape should get verbal compliments. Boost the child's sense of pride in his/her "wheels" and encourage good care of the bike regardless of brand, style or age.

It is common to find young kids riding bikes too small for them where their knees are almost bumping their chins. Therefore, try to have a volunteer at this station that is an experienced cyclist or bike shop employee who has knowledge of the aspects of bike fit. Keep in mind the age of the child and the child's degree of insecurity on high seats. Often, parent will try to talk their child into having the seat raised, but such raises scare the child. Often an outside "expert" (in the child's eyes) can often talk the most timid child into raising the bike seat. If so, small raises  $\frac{1}{4}$  to  $\frac{1}{2}$  an inch are all that is advisable. Explain to the parent to do it again in a week or two. It's more important for young cyclists to be confident than it is for them to be efficient.



### **Step 3: Rules of The Road**

At the Rules of the Road station the object is to get the basic rules covered before the kid's eyes glass over. An animated speaker is always a plus! You need someone knowledgeable about cycling, and how bicycles fit into traffic. This is NOT the place scare young riders, but use every opportunity to encourage awareness and the use of helmets (not only for cycling but skateboards, scooters and roller skates as well).

The age group usually in attendance is already starting to ride around the neighborhood. But, except for the 13-14 year olds, they are unlikely to be in high traffic situations. You do not need to cover all the fine points of vehicular cycling, and certainly do not need to cover all the fine points of the law. There is a limit to what an 8-year-old can absorb. The Rules station needs to explain very simple rules that kids of any age can learn:

#### **Stop at Signals and Stop signs**

**Stop, or slow to a crawl before entering any roadway or at blind intersections**

**Slow vehicles keep right**

**Ride with traffic, not against it**

**Signal your turns (have them practice...)**

**Ride predictably, no swerving or curb jumping**

**Stay off the sidewalks – adjusted for local laws etc.**

**Most importantly – just Pay Attention!**

Having handouts directed towards parents is also good and gets them more involved with the program. Remember to give all handouts to parents and make them available at the end of the course as well as the beginning.

### **Station 4: Helmet Fit**

Check to see if the helmet is properly being worn. The helmet should fit snugly and lie flat on the child's head. Helmets should not fall forward and must not block eyesight. Adjust the straps properly. The front and back straps should meet in a V shape just below the ear. The straps should be adjusted so they lie flat along the head, without any slack. The chin- strap should be snug under the chin. All of the straps should be equally tight when the chinstrap is buckled.



## **Station 5: Chalk Streets**

Kids love the miniature street so be creative on your lay out and try to use local reference points from the neighborhood or community to help give kids a visual. Be sure to include situations that the Rules of The Road can be applied to as the young rider and guide make their way through the activity.

### **Example:**

The Guide picks up the next rider at the "Driveway." After a short chat to build rapport, the Guide takes the young rider down the "street", through the "intersections" over the "railroad tracks" etc. while pointing out how to apply the rules of the road. Encourage young riders to ask questions and challenge them with True or False answers to yours.

At the end of the ride the Guide signs off on the registration tag attached to the bike and the young rider is ready to go! The registration slip now has a bike inspection report as well as a student driver report.

### **Post-Ride Booths**

This is a great opportunity for your bike store to get other organizations and shops involved to help create an overall Kids Health Expo. Organizations that are concerned with child well being and health will see this as an opportunity to promote their message. These agencies may have materials they want to hand out or they may want to recruit members (scouts and bike clubs), or have something to sell. Overall the goal should be to create a fun and engaging experience for both the young riders and their parents!

# Bicycle-Inspection Form

Name: \_\_\_\_\_

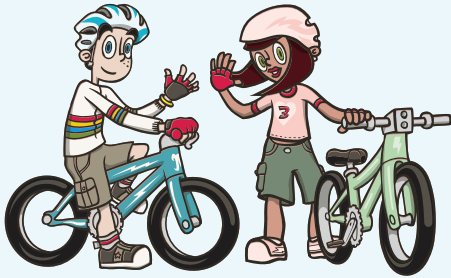
ITEM	DETAILS	PASS	REPAIR
1. Tires	Front Needs repairs <input type="checkbox"/> Rear needs repairs <input type="checkbox"/> Over inflated <input type="checkbox"/> Under inflated <input type="checkbox"/>		
2. Front Wheel	Should be tightened <input type="checkbox"/> Tighten spokes <input type="checkbox"/> Missing spokes <input type="checkbox"/>		
3. Rear Wheel	Should be tightened <input type="checkbox"/> Tighten spokes <input type="checkbox"/> Missing spokes <input type="checkbox"/>		
4. Handlebars	Need adjustment <input type="checkbox"/>		
5. Grips	Repair <input type="checkbox"/> Replace <input type="checkbox"/>		
6. Seat	Repair <input type="checkbox"/> Replace <input type="checkbox"/>		
7. Frame	Repair <input type="checkbox"/> Replace <input type="checkbox"/>		
8. Fork	Repair <input type="checkbox"/> Replace <input type="checkbox"/>		
9. Pedals	Repair <input type="checkbox"/> Replace <input type="checkbox"/>		
10. Chain	Tighten <input type="checkbox"/> Loosen <input type="checkbox"/>		
11. Foot Hand	Adjust <input type="checkbox"/> Replace <input type="checkbox"/>		
12. Horn or Bell	Absent <input type="checkbox"/> Repair <input type="checkbox"/>		
13. Height	Too high <input type="checkbox"/> Too low <input type="checkbox"/>		
14. Rear Reflector	Adjust <input type="checkbox"/> Repair <input type="checkbox"/>		
15. Front Light (optional***)	Absent <input type="checkbox"/> Repair <input type="checkbox"/>		
16. Helmet	The following must be checked for helmet to pass: <input type="checkbox"/> Sits squarely on head <input type="checkbox"/> Chin strap properly adjusted <input type="checkbox"/> No excessive forward or sideways motion		

\* If the bicycle is NEVER driven at night, a front light is not required.

Approved for night driving: Yes  No  Tested By: \_\_\_\_\_

BIKE RODEO

## SAFETY CHECK



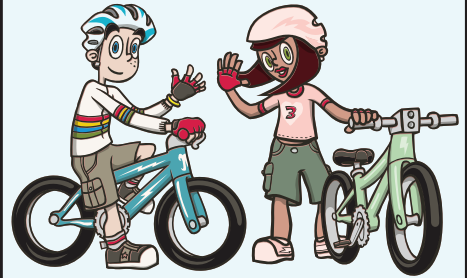
### Station Pass Fail

Station	Pass	Fail
Air and Wheels		
Brakes		
Cranks & Chain		
Frame & Fit		
Quick Releases		
Driver Skills		

Passing Grades: **A = Very Good**  
**B = Some Adjustments Needed.**  
**C = Correction Needed.**

BIKE RODEO

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Passing Grades: **A = Very Good**  
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# Helmet REQUIRED!

## Waiver and Release

I recognize that the activity for which I am registering my child (participant) involves a risk of injury as does any athletic activity. I waive and release any and all rights and claims for injury or damages resulting from this event and agree to hold harmless the sponsors of this event for any and all injuries suffered by me or my child while participating in this activity unless such injury is caused by the gross negligence of the sponsoring agencies.

Participant Name:

\_\_\_\_\_

Parent/Guardian Signature:

\_\_\_\_\_

Printed Name \_\_\_\_\_

Date: \_\_\_\_\_



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\_\_\_\_\_

Parent/Guardian Signature:

\_\_\_\_\_

Printed Name \_\_\_\_\_

Date: \_\_\_\_\_



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**Participant Name:** (one per form)

\_\_\_\_\_

Date of Birth: \_\_\_\_\_ Boy/Girl \_\_\_\_\_

Phone: \_\_\_\_\_

**This stub retained by registration booth.**

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**Participant Name:** (one per form)

\_\_\_\_\_

Date of Birth: \_\_\_\_\_ Boy/Girl \_\_\_\_\_

Phone: \_\_\_\_\_

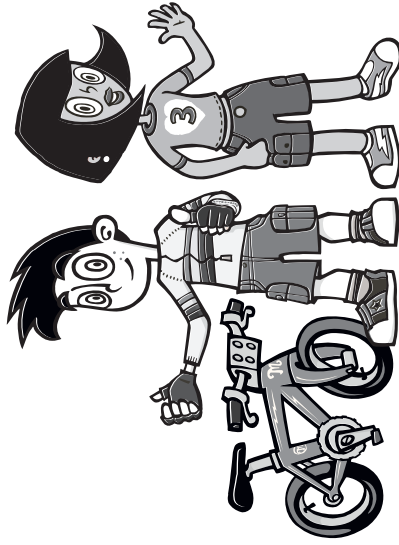
**This stub retained by registration booth.**

# CERTIFICATE OF COMPLETION

Is Hereby Awarded To \_\_\_\_\_

For The Completion Of \_\_\_\_\_

On \_\_\_\_\_



**Mike** and the **Bike**  
and  
**Lucille**  
the Wheel

Signature \_\_\_\_\_

Date \_\_\_\_\_