**FOR IMMEDIATE RELEASE: MEDIA CONTACTS**

**April 8, 2013 Halie Rogers: 614-906-1385**

**BICYCLE WORLD SPONSORS FREE BICYCLE SAFETY CLINICS**

(PORTAGE COUNTY)—Bicycle World Equipment Co. president Dennis Lester announced that the company will sponsor free bicycle safety clinics on the April 17 and 24 from 10a.m. to noon.

The clinics will be held in each of the county’s 10 elementary schools, and is open to children 6 to 12 years of age. Bicycle World wants to ensure that children who use our products do so competently and safely. Staff members will check each child’s bicycle for safety operation, along with teaching children of bicycle safety. All children’s actions will be monitored, and will receive a certificate of achievement at the end of the course.

President Dennis Lester said, “With just a little guidance, children can learn habits and rules that can save their lives. We want them to enjoy bicycling as a sport they can continue into adulthood.”

Bicycle World was founded in 1998 and provides bike frames, helmets, clothing, components and route guides to bicycle routes. Lester is a master rider and formed the company to provide quality equipment for bicycle enthusiasts.

Those interested in attending, contact 330-555-3456 to register.