PRESS RELEASE
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Students Empowered in E-Bike/Bike Safety Program: Launch of Bike Tags for Safer Riding

In a remarkable display of commitment to safety and community support, Encinitas Union School District's K-6th grade students have successfully completed an innovative E-Bike/Bike Safety Training Program recently launched in collaboration with SANDAG and the cities of Encinitas and Carlsbad. This exciting initiative not only promotes safe cycling but also introduces a new system of bike tags to ensure all riders biking to school have completed the in-person training on bike safety. Parents are celebrating the program's success and expressing their appreciation for the support from the local community.

The E-Bike/Bike Safety Program, designed to educate students about the importance of safe cycling practices, was provided to all EUSD students during a school-wide assembly. Students from kindergarten to 6th grade participated in the training sessions to learn about essential bike safety measures, the rules of the road, and the benefits of eco-friendly transportation. The program also emphasized the proper use and fitting of helmets when biking. Encinitas Union School District felt the training was essential given the increasing popularity of electric bicycles and students riding them to school.

Parents and guardians have been enthusiastic about the safety program and the positive impact it has had on their children. Catherine Atkins, a mother of two participating students, praised the initiative, stating, "Having watched my children ride their bike/e-bike before and after completing the Safety Program; I can honestly say they are safer, more aware cyclists. I'm very appreciative that the community cares about our kiddos and makes their safety a priority. Principal Chris Juarez, emphasized the benefits saying, *"We live in an era of distracted drivers and eBikes that move as fast as cars on our city streets, and the Bike Coalition's presentations on bike safety provided ALL of our students with important information to keep them safe - whether they're walkers OR riders. "*

To complement the safety program, the Encinitas Union School District has introduced a new system of bike tags. These tags are placed on each student's bicycle, indicating they have completed the training.


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Photo: Principal Chris Juarez puts a confirmation of completion of training tag on a student's ebike.

Thank you!

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