

For Immediate Release:

Happy Helmet Days Community Coupon

Asheville on Bikes (AoB) and Asheville area bicycle shops teamed up to increase safe habits of riding by offering “Happy Helmet Days,” a community coupon for 20% off helmets, lights and reflective gear at all area bicycle shops. The coupon is downloadable from AoB’s website (www.ashevilleonbikes.com) and is accepted at the following bicycle shops:

Pro-Bikes
610 Haywood Rd
Asheville, NC
828 253 2800

Bio Wheels
81 Coxe Ave
Asheville, NC
828 236 BIKE

Liberty Bicycles
1378 Hendersonville Rd
Asheville, NC
828 274 2453

Youngblood Bicycles
233 Merrimon Ave
Asheville, NC
828 251 4685

Carolina Fatz
1240 Brevard Road
Asheville, NC
828 665 7744

Chainheart Cycling Studios
897 Riverside Drive
Asheville, NC
828 505 7301

Ski Country Sports
1000 Merrimon Avenue
Asheville, NC
828-898-9786

Motion Makers
878 Brevard Road
Asheville, NC
828 633 2227

&

552 W. Main St
Sylva, NC
828 586 6925

The Asheville cycling community continues to grow with the expansion of the city's bicycle infrastructure. "As more and more citizens take advantage of the bicycle option, it's important that Asheville on Bikes continually promote safe habits of riding. The "Happy Helmet Days" coupon is another example of the cycling community working together to enhance the quality of Asheville's multimodal transportation options," says AoB's founder, Mike Sule.

According to the National Highway Safety Administration (NHTSA) bicycle helmets are 85- to 88- percent effective in mitigating head and brain injuries, making the use of helmets the single most effective way to reduce head injuries and fatalities resulting from bicycle crashes. North Carolina state law requires that pedallers use front and rear lights when cycling at night. The "Happy Helmet Days" promotion is designed to increase bicycle safety. Zac Altheimer, who was awarded Strive Not to Drive's Golden Spoke award in 2009 and spear headed the "Happy Helmet Days" promotion states, "Those of us who ride full time must take an active role in promoting safe riding. AoB wants to ensure safe conditions for all. Bicycles need to be equipped with lights and riders need helmets. The "Happy Helmet Days" coupon is our initial step in organizing on going programs that elevate the cycling experience. AoB is thrilled to have such quick response from area bike shops when I pitched the idea to them."

Happy Helmet Days begins Monday Dec. 6th and runs until Dec. 31st. "It's a great idea to get people thinking about bicycles during holiday shopping. I consider helmets and lights a fashion accessory. There is nothing like riding the city well adorned and illuminated," adds Rachel Reeser, AoB's Artistic Director and Volunteer Coordinator.

For more information concerning "Happy Helmet Days" contact:

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