



PRESS RELEASE

Pixley Funeral Home continues Bike Helmet Hero Program



(Officer Chris Mahon and Officer Brad Brasil with some of our “Bicycle Helmet Heroes”)

Warmer weather means getting outside and enjoying great activities like bike riding and eating frozen treats. Once again Pixley Funeral Home is joining forces with the Auburn Hills Police Department and CoolYo Frozen Yogurt to award kids wearing their bike helmets with a certificate for a free frozen yogurt. When asked about the program, Mr. Vern Pixley, Senior Manager said, “We love this community and want kids to have fun and to be safe while they’re doing it. So many serious injuries could be avoided if kids would wear their bike helmets.” **The program will kick off this Saturday July 11, 2015** and is endorsed by the Auburn Hills Police Department. Officers will “be on the lookout” for young kids wearing their bike helmets. “We’re hoping to see every kid on a bike in Auburn Hills wearing a helmet and getting a free yogurt. That would be awesome!” said Officer Chris Mahon of the Auburn Hills Police Department. “I’m an adult and I always wear mine. I’ve seen too many accidents without helmets and it just makes sense to be safe.”

According to the Cleveland Clinic, wearing a helmet can reduce the risk of head injury by 85 percent. Every year almost a half million children suffer serious bike related injuries, many of which could have been avoided if a helmet had been worn. Simply wearing a properly fitting helmet can protect against traumatic brain injury in the event of an accident. The best way to get kids to wear their helmet is to do it right from the start. The earlier you begin to stress the importance of wearing a helmet, often the less resistance you will face. Another way to encourage kids to wear their helmets is to lead by example. Who knows? Not only will you be setting a good example, perhaps you’ll be recognized as a Bicycle Helmet Hero and will get to enjoy a free yogurt too.

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