

PUBLIC SERVICE ANNOUNCEMENT

Use: IMMEDIATE

Time: 30 seconds

Agency: Bicycle World

Title: "Bicycle Safety with Motorists"

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After a long winter, there's nothing better than the arrival of spring. Warmer weather, however, means there are more kids on bikes, a fact that motorists can forget until they have an unfortunate encounter. So on March 27, take your children to the free Bicycle World Safety Clinic from 10 a.m. to noon at Happy Hollow and Linwood Elementary schools, where they will learn how to bike smart using hand signals and becoming more aware of their surroundings. Don't let your child become a victim. For more information call 736-555-0152 or visit bicycleworld.com.

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