

# PUBLIC SERVICE ANNOUNCEMENT

Use: IMMEDIATE

Time: 60 seconds

Agency: Bicycle World

Title: "Bicycle Safety Narrative"

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Seven-year-old Jackie Solis got her dream Christmas present last December...a brand new bike. When the weather was finally warm enough for her to take it out, she and her brother went on a bike ride together around their neighborhood. Her brother, however, was the only one who came home.

Jackie was hit and killed by a motorist, who said he hadn't seen Jackie on her bike. Jackie had not been wearing a helmet, and although she stayed on the sidewalk, she briefly went into the street to turn around. In only a matter of seconds, a fun day outside turned into a parent's nightmare. At a candlelight vigil a week later, Jackie's mother knelt on the sidewalk near where Jackie was killed and cried.

Although it's too late for Jackie and her family, you still have the chance to teach your children how to bike safely and smartly. Take them to the free Bicycle World Safety Clinic on March 27 at Happy Hollow and Linwood Elementary schools from 10 a.m. to noon. Don't let your child share Jackie's fate. For more information call 738-555-2749 or visit [bicycleworld.com](http://bicycleworld.com).

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