

Bicycle World  
824 Random Road  
Lafayette, IN 47905

March 1, 2010

Ayten Rogowski  
Public Affairs Director  
Shine 99 Radio  
9174 Fake Street  
Lafayette, IN 47905

Dear Ms. Rogowski,

With the warm weather bringing out a number of children on bicycles in our community, Bicycle World is sponsoring a safety clinic that will teach children the best practices of biking.

Included in this package, you should find scripts as well as recordings of PSA's directed toward bicycle safety in the following formats:

- 1 15 second clip and script
- 1 30 second clip and script
- 1 60 second clip and script

We would greatly appreciate your running the PSA's on any of your shows, but specifically on Randy and Scott In The Morning or Roger King, since we feel that it is of the utmost importance for parents to be aware of this free safety clinic. If there are any questions that you may have regarding the PSA's or the clinic, feel free to contact me.

Thank you for any involvement and support you can offer in this valuable community event.

Sincerely,

Laura Scheu  
Public Relations Director, Bicycle World

Enclosures:

- PSA recordings (3)
- PSA scripts (3 pages)