



## Humboldt Bay Fire News Release

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FOR IMMEDIATE RELEASE

**Subject :** Helmet Safety Program

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At Humboldt Bay Fire, we are committed to public safety that goes beyond response to emergency calls. We value anticipating possible hazards to the community we serve and working to creatively solve these needs.

One such identified need results from the fact that each year, about 400,000 children under the age of 15 are treated in U.S. hospital emergency rooms for bicycle-related injuries. An additional 300 children are killed.

Humboldt Bay Fire aims to reduce these statistics in our community by initiating a new Helmet Safety Program. If a Humboldt Bay Fire engine or truck company sees a child not wearing a helmet while riding a scooter, bicycle, roller skates, or skateboard as California law requires, they will provide that child with a properly-fitted helmet and encourage them to recreate safely.

Humboldt Bay Professional Firefighters Union Local 652 is proud to have partnered with Pacific Outfitters, Revolution Bicycles and Adventure's Edge to provide these helmets free of cost to at-risk youth.

We are so grateful for our local business partners who have made this program a reality by committing to cost-sharing these helmets with us, especially during these times when the outdoor activity supply chain has been so impacted by COVID-19.

These types of contributions really highlight the value we place in not simply responding to emergencies, but helping to prevent them from happening in the first place.

So be like a firefighter, and wear your helmet!

#WearAHelmet  
#ShopLocal

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