



County of Sonoma
DEPARTMENT OF HEALTH
SERVICES

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FOR IMMEDIATE RELEASE
October 24, 2006

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Safe Kids Sonoma County Holds Memorial Bike Rodeo in Honor of Herb Greenberg

Bike Rodeo Kit and Helmet Bank Named in Herb's Memory

Sonoma County — On Wednesday, October 25th, Safe Kids Sonoma County and bicycle advocates from the Sonoma County Bicycle Coalition and the Santa Rosa Cycling Club held a memorial for Herb Greenberg during a bike rodeo at Piner-Olivet Charter School in Santa Rosa. Herb, a long-time volunteer at bike rodeo events to promote safe bike riding, died this past February at the age of 80. Herb donated a tremendous amount of time to organize bike rodeos for kids throughout Santa Rosa. He taught thousands of local children about the rules of the road, chalked out skills courses, and taught participants about the importance of wearing a helmet. Herb illustrated his point by showing children a cracked helmet that saved a child's life. He also donated water bottles to distribute to the kids. "Herb was an amazing bike advocate, teacher, and role model," says Beth Dadko, coordinator for Safe Kids Sonoma County, "He involved the kids through the entire process and his energy was endless."

At the memorial, Safe Kids Sonoma County announced that their bike rodeo kit and helmet bank would be named in Herb's honor. The Herb Greenberg Helmet Bank received its first donation for the amount \$1,000 from the Santa Rosa Cycling Club. Herb's wife, Anne, and other family members heard testimonials of how much of a pleasure it was to work with Herb and the impact he had on children's lives. The bike rodeo after was a great success. Participants received a photo bicycle driver license, were fitted for a helmet (free to children from low-income families), learned about the parts of their bike, received bike repairs from Nor Cal Bike Sport volunteers, learned the rules of the road during a safety talk, and passed a safety test in addition to maneuvering through the bicycle skills course set up by bike rodeo volunteers. Schools and community organizations interested in putting on a bike rodeo at their site can download the application at www.safekidssonomacounty.org.

Those wanting to donate to the Herb Greenberg Helmet Bank Fund can write checks payable to "Safe Kids Sonoma County Herb Greenberg Helmet Bank." Checks can be sent to Safe Kids Sonoma County, 475 Aviation Blvd. Ste. 210, Santa Rosa, CA 95403. All funds will go directly to the purchase of bike and multi-sport helmets for children from low-income families. It costs approximately eight dollars per helmet.

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