

WHY BICYCLE EDUCATION MATTERS

BICYCLING IS MORE THAN JUST BALANCING

Teaching bicycle safety is a critical component of helping children become confident and responsible riders. Many young cyclists lack a full understanding of traffic rules, hazard recognition, and proper bike handling techniques, which increases their risk of injury when riding in shared environments. Structured, hands-on learning opportunities provide an effective way to address these gaps by allowing participants to actively practice essential skills in a controlled setting. Bicycle rodeos offer a practical approach by combining guided instruction with interactive skill-building activities that reinforce safe riding behaviors. Through repeated practice and real-time feedback, participants develop greater awareness, coordination, and confidence, supporting the development of lifelong bicycle safety habits.



ABOUT US:

Promoting Bike Safety Since 1994
High Quality, Low Cost Helmets

We're an importer of wholesale bicycle helmets founded in Tacoma, WA. in 1994, we've helped over 15k associations promote bike safety. Our team has shipped over 16 million bike helmets to customers nationwide.

MORE INFORMATION:

Helmets R Us

253-627-2121

WWW.HELMETSRUS.NET

TACOMA, WA / POOLER, GA

Scan QR codes below for more information and to view more indepth bike rodeo guides that were used as references for this brochure



The Guide to
Bicycle Rodeos
by John Williams
& Dan Burden



An Organizers Guide
to Bicycle Rodeos
by Lois Chaplin

Helmets R Us

A BRIEF GUIDE TO BIKE RODEOS

Promoting Safety through active learning.



BUILDING A SAFER FUTURE THROUGH BIKE EDUCATION

A bicycle rodeo is a structured event designed to teach children and beginner riders essential bike safety skills in a fun, controlled environment. Participants move through a series of stations that focus on techniques such as balance, braking, turning, signaling, and hazard awareness. These events often include safety checks and helmet fitting to ensure riders are properly equipped. By combining instruction with hands-on practice, bike rodeos help build confidence and promote safe riding habits.

1

Plan, organize, and staff the event

Form a planning team and define goals, location, and target participants. Recruit volunteers early and assign clear roles such as station leaders and safety inspectors. Provide basic guidance so everyone understands their responsibilities. Strong coordination helps the event run smoothly and safely.



2

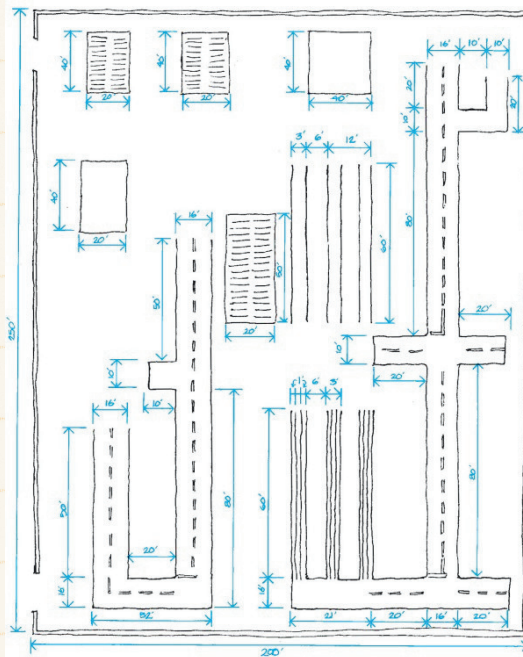
Promote the event and register attendees

Advertise through schools, flyers, and community channels to reach families. Clearly communicate what to bring, especially bikes and helmets. Plan for registration to estimate attendance and prepare materials. Good promotion increases participation and sets expectations.

3

Design the course layout and traffic flow

Map out station placement and rider flow to avoid congestion. Arrange activities from simple to more advanced skills. Include separate areas for registration and safety checks. A clear layout improves organization and safety.



4

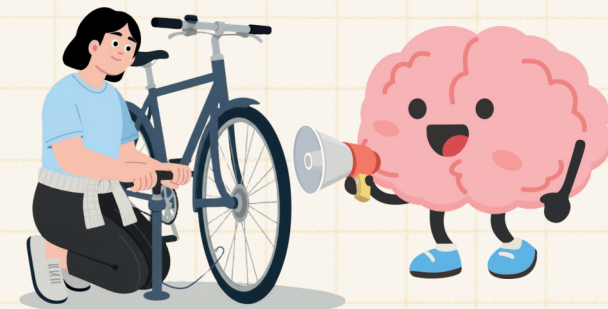
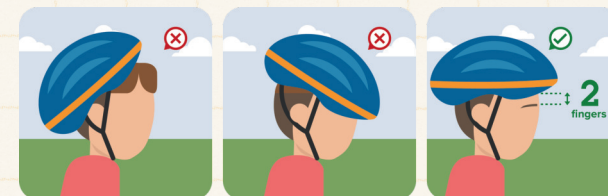
Set up skill-based activity stations

Create stations that focus on specific skills like turning, stopping, and signaling. Use cones or chalk to guide riders through each activity. Keep stations age-appropriate and allow time for practice. These stations help build confidence and control.

5

Conduct safety checks and provide instruction

Inspect bikes and ensure proper helmet use and fit before riding. Give brief demonstrations and explain each activity. Provide feedback as participants move through the course. This reinforces safe habits and proper technique.



6

Run the event and wrap up

Guide participants through stations in a safe and organized flow. Monitor activities and keep the environment engaging. Gather feedback afterward to improve future events. Encourage continued practice beyond the rodeo.

THE SAFEST BIKERS ARE
THOSE WHO NEVER STOP
LEARNING