

### Keep young bike riders safe as the evenings get darker

A new campaign to encourage children to cycle safely on the roads is being launched by Pedalite International, a provider of 360 degree visibility, battery-free pedal lights for bikes, in conjunction with former World Champion and one of the UK's best known and most successful cyclists, Tony Doyle, MBE.

As the onset of dark winter evenings approaches and clocks 'turn back' on the 26 October, the company is urging parents to add side-lighting to their children's bikes in addition to front and back lighting, as three out of four of accidents involving cyclists take place at road junctions, where cyclists cannot always be seen from the side (Royal Society for the Prevention of Accidents).

To help get families on the 'right track', Tony Doyle has developed a new guide: **Safe Cycling for Parents and Children**. The guide is available as a free download from pedalite and will arm parents with all the essentials to get their kids 'in the saddle', from choosing the right bike for your child, learning to ride safely to Tony's top tips on great family cycle rides in the UK.

Pedalite 360 degree visibility pedal lights are ideal for children and parents alike. Parents can easily fit them onto their children's bikes in place of normal pedals in just five minutes and they require no additional maintenance. The lights are uniquely powered by cycling energy and light up as soon as a child starts pedalling. They flash at an angle of 360 degrees, ensuring the bikes can be clearly seen by motorists from up to 1km away and from any angle, even the side, which can be a major blind spot.

The lights continue flashing for up to five minutes when they stop cycling, which means that children can still be seen clearly when they have stopped at road junctions or traffic lights, where 75% of accidents involving bikes happen. Pedalite pedal lights provide always-on lighting so if their battery lighting runs out, Pedalite pedal lights will ensure they are still visible to cars and give parents more confidence that their children will be safe when cycling this winter. All of Pedalite's products adhere to three main principles and address issues of safety, health and the environment (SHE).

Tony Doyle says, "The increased popularity of cyclists in recent years has also seen a 30% rise in deaths of cyclists on the road since 2002 and with 75% of accidents happening at road junctions, side lighting should be seen to be as important as wearing a helmet in terms of keeping children safe on the roads."

"As the winter approaches, children and adults will be at greater risk from darker evenings and mornings. We urge parents to ensure that their children's bikes are fully equipped with front, back and side-lighting, such as Pedalite pedal lights at all times to ensure they are safe," he added. "I hope that my guide – safe cycling for parents and children, that is available free from [www.pedalite.com](http://www.pedalite.com), will help encourage more children and their parents to have fun cycling and also stay safe"

Some of Tony's top tips for parents to ensure their children's cycling safety:

1. Your children need to be as visible as possible on the road and should wear reflective and bright clothing at all times
2. Never let them cycle without a helmet, even on the shortest of distances
3. Give their bikes a regular service to ensure its on road safety
4. Pump up their tyres and make sure carry additional batteries for their front and rear lights even during the summer
5. Add reliable side lighting, such as battery-free 360 visibility Pedalites, which provide always-on lighting to ensure they can be seen clearly by motorists