



NORTHWEST TRAIL ALLIANCE



Lids-4-Kids Helmet Drive

First grader creates fundraiser to provide bicycle helmets for Portland needy

Portland, OR – April 08, 2011 – Northwest Trail Alliance is supporting local rider Dillon Mangus in the creation of his new fundraiser Lids-4-Kids.

Dillon, currently a first grade student at Ainsworth Elementary wasn't interested in the options his mother provided him in satisfying his community outreach requirement. The next weekend, he noticed one of his classmates riding without a helmet and decided to create his own project that focused on helmet safety. Dillon's main goal is to help provide helmets to kids who don't have the means to purchase their own.

In researching helmet drives, Dillon discovered that options were limited since programs like Oregon Safe Kids and Trauma Nurses Talk Tough had lost the federal funding for their helmet drive programs. Apparently, when the laws changed to require every child on 'any wheeled device' to wear a helmet, the US Department of Transportation no longer saw fit to fund these programs. A bicycle is considered a vehicle, but a scooter or skateboard is not.

So, with a little help from family, and his buddy Kieran, Dillon came up with a name and the tag line **'Keep the goo on the inside!'** and set about creating a fund-raising page on crowdfunding site Crowdrise.com.

The goal is to raise \$5,000 by June 1st, 2011. The funds will be used to purchase helmets that can be distributed to kids in need during the popular Sunday Parkways events in various Portland neighborhoods. Dillon is also presenting what he has learned about helmet safety to his classmates.



Dillon has partnered with non-profit Northwest Trail Alliance, who will be assisting Dillon with purchasing and distribution of helmets. Northwest Trail Alliance is creating a new page on it's web site to host information about Lids-4-Kids, helmet safety and the helmet application form. Those interested in applying for a free helmet can download the application and bring it to the Northwest Trail Alliance table at Sunday Parkways.

Dillon and the Northwest Trail Alliance plan to expand this initial class project to a yearly program and invite kids from all over the metro to create their own helmet drive fundraisers.

Northwest Trail Alliance (NWTa) is an all-volunteer, non-profit organization based in Portland, Oregon. It is one of the Northwest's leading mountain bike advocacy and trail stewardship groups. NWTa is dedicated to promoting the sport of mountain biking to people of all ages in Northwest Oregon and Southwest Washington.

For additional information, please contact:

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Websites:

Lids-4-Kids Fundraiser - <http://www.crowdrise.com/dillonandkieranshelm>

Northwest Trail Alliance - <http://www.nw-trail.org>

Sunday Parkways - <http://www.portlandonline.com/transportation/index.cfm?c=46103>

Oregon Safe Kids -

<http://public.health.oregon.gov/preventionwellness/safeliving/keepingchildrensafe/SafeKids/Pages/index.aspx>

Trauma Nurses Talk Tough -

<http://www.oregon.gov/DAS/SSD/Risk/VehicleTraumaNurses.shtml>