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National Center for Safe Routes to School and Schwinn's Helmets on Heads Mini-Grants Program

Applications Now Being Accepted for \$1,000 Mini-Grants

CHAPEL HILL, NC (September 10, 2014) -- The National Center for Safe Routes to School and Schwinn's Helmets on Heads program are teaming up to provide 25 \$1,000 mini-grants to 25 schools across the country. These mini-grants support a common goal of both organizations: to support educators, communities and families in encouraging children to safely bike to school.

"Communities across the country continue to be creative and successful in finding ways to make it safer for children to bicycle to school," says Lauren Marchetti, Director of the National Center. "We want to use these mini-grants to help support schools in their efforts to cultivate a culture of safe bicycling and helmet use for students."

Applications are now being accepted for mini-grant activities planned for the second half of the 2014-2015 school year. These funds can be used to fund activities ranging from the nuts and bolts to help start or sustain bicycling programs, to new, inspiring ideas that explore the range of benefits of safe bicycling. Selected mini-grant proposals will fit a school's needs and interests around safe bicycling and helmet safety education, and will require that correct helmet use be a mandatory component of any program. Recipients are also asked to share the Helmets on Heads [pledge](#) with students or youth involved in their program.

"Schwinn, through the Helmets on Heads initiative, is excited to team up with the National Center to offer support to schools throughout the U.S.," says Milissa Rick, Global Director of Consumer Activation, Pacific Cycle. "These grants will aid local communities in educating children and parents about the importance of wearing a helmet each and every time they ride a bicycle. And we think that this kind of local level education is one of the best ways to help instill good cycling habits."

Mini-grant applications are due Wednesday, October 22, 2014, and award winners will be announced in December. The mini-grant activities should occur between January 1, 2015, and the end of the Spring 2015 semester.

[Download the application](#) or [apply online](#).

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