There's a new kid in town!
RAD RIDER

Rad Rider teaches bicycle safety. As a leader on wheels, he has pedaled to the top with the intensity of a badger. But to get there he had to take a crash course. As a boy, quick-tempered Rex broke every traffic law until the day he tumbled off his bicycle, landing him in the hospital. He thought it was the end of the road until a nurse gave him a present—bicycle helmet. But this one was most unusual: a Protectron. He plopped it on his head and in a flash of light and thunder he became...Rad Rider! That was the turning point. The helmet gave him street smarts, hope, and a heart. It propelled him to ride faster and safer, allowing him to rescue young riders prone to safety mishaps. Moving forward, he swore to uphold all bicycle safety measures and defeat all foes who dared to stand in his way. Today, when you hear a peal of thunder, Rad Rider has put on his Protectron helmet. Look for him sprinting through city streets on his ultra-go bicycle, aiming to reach young bicycle riders who have taken a wrong turn in the world of safety. With his gentle advice and tips, young riders will be geared for a safe future.

TAILGATE

Skip’s twin brother is a serious bike rider with a dark past. He looks up to brother Skip and has learned to always ride with bike protection and his super cool helmet. This past troublemaker is now an example to his peers always showing good behavior and safe bike riding.

Skip

While still in his crib, he buried his nose in a book. By age seven, this identical twin had more trophies than toys. Now this eager thinker gives his teacher apples, aiming to bring home nothing less than an A.

JAKE

Jake is the new kid in town that startled everybody at school with his cool bike moves. He is a self-made expert in wheelies, jumps, and other impressive yet dangerous acts. Jake used to brag about his great abilities and bully those who believed in bike safety, the importance of wearing a helmet, etc. Life is about to teach him a big lesson...
So cool! What a way to fly! But you’re not using a helmet... isn’t it dangerous?

Awesome! This guy really knows how to do tricks on his bike!

Hey dudes... my name is Jake, but you can call me "Flying Jake" 'cause I fly over the streets as fast as the wind...
THAT'S WEIRD, I'VE NEVER SEEN YOU BEFORE IN THE PARK OR AT SCHOOL, I'M SURE I WOULD HAVE REMEMBERED...

DUDETTTE, I KNOW I'M HARD TO FORGET... I'M THE NEW COOL GUY IN TOWN.

YOU DO CRAZY STUFF ON YOUR BIKE, SOME EVEN DANGEROUS... WHO TAUGHT YOU?

WELL JAKE, IF YOU NEED NEW FRIENDS IN THIS TOWN... YOU HAVE TWO NEW ONES HERE "DUDE"!

Dude... Danger? That's my middle name... I learned here and there, you know, cruising through life.

But you just gotta teach us those cool tricks.

LOOK JAKE, THESE ARE OUR FRIENDS SKIP AND TAILGATE, THEY ALSO HAVE COOL MOVES ON THEIR BIKES.

Ha ha... Dude... They look so cute with those helmets... Are your dudes afraid of falling down? Or maybe... they fall often?
What?! What are you talking about? It's not that we think we're gonna fall, but we should always be prepared, just in case.

I was watching the jumps you do on your bike Jake. They look awesome, but dangerous, you should use a helmet so you don't get hurt.

Not long ago I was this close to having a terrible accident, but didn't thanks to my friend Rad Rider who arrived just in time to save me. Now I always wear my helmet.

Dudes...calm down good boy! You're boring me... Don't you realize how cool I am? I'll never get hurt.

Besides dudes, the helmet messes up my hair, nothing like feeling the air blowing in your hair. But you "good boys" take care now... HA, HA, HA.
THE NEXT DAY AT THE END OF THE SCHOOL-DAY...

LOOK! THERE'S KATIE AND JOE, LET'S ASK THEM TO COME TO THE PARK WITH US...

Yeah ... Let's practice that new cool jump we learned!

Dude, check it out... It's "good boy" and brother... Be careful guys, make sure you don't fall down... Ha, ha, ha.

Yeah Jake "dude", you think you're cool and can make fun of us, but if you ever get in an accident you'll regret not using a helmet.

Way to go Skip! And by the way my name is Tailgate, not "good boy"! Katie, Joe ... You wanna go to the park to practice the new jump we learned?
Dude... I’m staying too. Thanks for the invite though...

Oh, sorry no... I’m staying with Jake... he promised to teach us his super cool wheelies.

Dude? You’re already talking like Jake! You’d rather stay with show-off than go with us? I can’t believe it!

Now, chill out bro. Okay guys, we’ll see you later, don’t forget to wear your helmets!

Oh yeah, thanks for the tip “mom”... I mean Skip.

The next morning at school there was a highly anticipated visit.
Hello kids! I'm happy to be with you again. My mission will always be to keep all of you safe through the use of your complete gear including the helmet and most of all, responsible riding. Remember that even a small distraction can lead to a major accident that can hurt you.

Right on Rad Rider!

Hey Tailgate... Nice to see you again! You remember the terrible accident you had a few months back right?

Yeah... how could I forget that! The helmet saved my life!

Dude, listen to "good boy"? What a good boy he is! How cute! Ha!
What was that Jake? Do you have any questions that I can answer for you?

Yeah dude, I have a question... What time is recess? Ha, ha...

Don’t wait for an accident to happen to you to teach a hard lesson. We’ve all seen the tricks you do, they are very good but also very risky and you should wear a helmet.

Come on Jake, accidents happen! Not taking care of yourself could hurt you for life.

Enough with the sweet talk dudes! I find it sooo boring...

That same day as night began to fall...

I love speed! I’m flying Jake! Faster and faster! Safety is for fools ... I never fall!
Come on Skip! We're almost home...

Yup...nice and easy...

Dudes...help me!!

FROOOOSSSHH!
CRASH!

Oh!... WHERE'S JAKE?!

Ouch!

OH NO! HELP!!

RAD RIDER IS GIVING A SAFETY TALK TO OTHER CHILDREN WHEN SUDDENLY ...

I'M HAPPY TO SEE YOU TWO TAILGATE AND SKIP, WELL PROTECTED!

Beep! Beep! Beep!

I KNEW IT! JAKE'S DANGEROUS RIDING!
Using his special super powers, Rad Rider manages to pause time just a fraction of second before the accident and...

Gotta save Jake! But first, my helmet... Now I feel the power of safety!

Seconds later at the scene of the accident...

Jake... I can’t help you from falling, but I sure can sure help you with the only gear that can save your life.

There you go kid!
WHAT THE... A HELMET? THANKS RAD RIDER! OUCH!

I'M HAPPY TO SEE YOU TWO TAILGATE AND SKIP, WELL PROTECTED!

Dude, that was really close... If it weren't for Rad Rider and this super cool helmet, I would probably be in the hospital. I'm so sorry for making fun of you guys, you were so right.

A FEW MINUTES AFTER THE ACCIDENT...
From now on you should practice safe riding. I have many kids to watch out for and I may not be around next time. You were lucky Jake.

You got it Du... I mean Rad Rider, I've learned my lesson. Besides, this helmet really looks cool on me... How about a selfie guys?

The next day...

It's so cool having new friends in town... You two dudes are my new cool friends!

Yeah Jake! We make a great team together.

Friends keep other friends safe...

If you like biking, make sure you do it safely and responsibly... Always wear your helmet!

Accidents can happen to anyone! Even cool guys like us ha, ha, ha.
10 SAFETY TIPS

1. PARENTS AND ADULTS SHOULD ALWAYS BE THE EXAMPLE OF BIKE SAFETY USING THEIR HELMETS AND SAFETY GEAR.

2. MAKE SURE YOUR HELMET MEETS THE CPSC / SNELL STANDARD.

3. WHEN RIDING YOUR BIKE, OBEY ALL TRAFFIC LAWS.

4. GO WITH THE TRAFFIC FLOW RIDING ON YOUR RIGHT IN THE SAME DIRECTION AS OTHER VEHICLES.

5. NEVER USE HEADPHONES WHILE RIDING!

6. WEAR BRILLIANT COLORS OR REFLECTIVE AGENTS SO OTHER VEHICLES CAN EASILY SEE YOU.

7. ALWAYS LOOK BEFORE TURNING.

8. STAY ALERT AND FOCUSED AT ALL TIMES.

9. WATCH FOR PARKED CARS. THEY MIGHT START MOVING AT ANY MOMENT.

10. BE PREDICTABLE: DON’T PERFORM ANY UNEXPECTED RADICAL TURNS WHICH MAY CAUSE ACCIDENTS.