



MEDIA RELEASE

November 6, 2008

## WIN SOMEWHERE COOL FOR YOUR RIDE TO SCHOOL

Get your local school community ready for the chance to win a brand new bike shed in your school just in time for the start of the new school year.

Australia's only local helmet manufacturer, Rosebank Helmets has partnered with the national Ride2School program and today launch Rosebank/Ride2School Bike Sheds in Schools program.

Simply go to [www.rosebankhelmets.com.au/win](http://www.rosebankhelmets.com.au/win) to enter.

Bicycle Victoria CEO Harry Barber says a new bike shed will increase the number of students riding to school by 50 per cent overnight\*.

"We're working with our bike helmet partners at Rosebank Helmets to resurrect bike sheds in schools and get more children riding to school," Mr Barber said.

Bike sheds in schools reduce the risk of theft, vandalism and are a part of the fight against obesity.

The Rosebank/Ride2School Bike Sheds in Schools promotion will run from November 6, 2008 until January 31, 2009 with the winners announced on February 9, 2009. The new bike sheds will be unveiled in the two winning schools in March 2009 by triple gold medalists and Rosebank Helmets ambassadors James Tomkins and Drew Ginn.

"Drew and I are big supporters of this promotion as we're both very familiar with the need for a secure and safe place to park our bikes. Bike riding is a major component of our training program and it's really important for us to have a place to store our bikes when we head out for a row," James said.

"I have young kids heading into their primary years at school and I will be encouraging them to ride to school when they're at the right age because it's a great way to keep fit and healthy. Knowing there's a safe and secure place to store their bikes will play a major factor in allowing my kids to ride to school," Drew said.

The Bike Shed promotion is open to all government and non-government primary schools in Australia and all Australian residents can enter. Rosebank encourages the broader primary school communities to support their local primary school and increase their schools' ability to win.

**To participate in the Bike Sheds for Schools promotion, entrants must:**

1. Log onto [www.rosebankhelmets.com.au/win](http://www.rosebankhelmets.com.au/win)
2. Register their details
3. Nominate their local primary school
4. Tell Rosebank in 10 words or less why their nominated Primary School needs a bike shed

If your entry is selected as the winning creative then you will also win your own Repco bike and Rosebank Helmet in time for the new school year.

Entries will be divided into two groups based on the number of students at each nominated school. Australian Primary Schools with 300 full time students or less will form one group, and Australian Primary Schools with 301 full time students or more will form the second group.

Both groups will be divided into their respective schools and counted. Each school will be ranked from the school with the most valid entries to the school with the least valid entries. The top ranked school from each group will win the bike shed. The more people who enter and nominate their primary school, the higher that school will rank.

**\*Source: Bicycle Victoria Bike Shed Study 2008**

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