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For immediate release

**News Release**

**The County of Prince Edward Announces Wear the Gear Campaign**

With the opening of the new County Youth Park in Picton, The County of Prince Edward has launched a campaign to encourage youth to wear their helmets and protective gear when using the skatepark to prevent injury. The County is promoting safety first for all those who are being active on wheels through the "Wear the Gear" Campaign.

Immerging research is indicating that skateboarding, when compared to other recreational activities, has a lower rate of injuries, however, injuries do occur. The most likely injury is from a fall. Various injuries can occur from a fall, but the most serious are those to the head. Head injuries can often lead to death for kids on wheels – particularly in those children not wearing helmets. According to a Safe Kids Canada research review, helmets can reduce the risk of head injury by 85 per cent. Safe Kids Canada is the national injury prevention program of the hospital for Sick Children.

The injury rate can be even lower if participants follow these safety tips:

- Wear the gear! Get a certified helmet that fits snugly, and is done up tightly under the chin.
- Wear elbow and knee pads to prevent scrapes and cuts.
- Wear wrist guards to prevent wrist fractures.
- Wear slip resistant shoes with a closed toe.
- Make sure the skateboard is in good working order (no loose, broken or cracked parts, non-slip surface on board, no sharp edges).

**The "Wear the Gear" Campaign includes daily and weekly prizes for those that are wearing their protective gear, especially their helmet, during the time that they are at the skatepark.** Prizes include McDonald's Certificates, Tim Horton's certificates, Town and Country Video certificates, Mac's Milk certificates, and Bean Counter certificates. There are also draws for helmets for those that do not have the gear. The "Wear the Gear" Grand Prize of a \$200.00 Gift Certificate, courtesy of Ideal Bike and the County of Prince Edward, will be drawn at the Youth Park Grand Opening during the Picton Fair on Friday, September 10 at 5:00 p.m.

We ask that parents, guardians, grandparents and friends support the Wear the Gear Campaign and encourage youth to wear a helmet!

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For further information contact:

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