



Contact:  
Lori Worrell, Sales & Marketing Manager  
(540) 745-9568  
Email: loriworrell@citizens.coop

For Immediate Release  
March 25, 2010

### **Citizens Employees Concerned about Safety**

*Floyd, VA* - Associated Citizens Employees (ACE) are in the process of organizing another Bike Safety Rodeo. The Bike Rodeo is planned for Saturday, May 1, 2010, in the parking lot of Citizens located at 220 Webbs Mill Road in Floyd.

The event is sponsored by the non-profit employee group ACE (Associated Citizens Employees) who applied and was awarded a 2009 Bike Smart Virginia Bicycle Helmet/Rodeo Mini-Grant. This grant enabled the group to purchase bike helmets and invite elementary school aged children (ages 5 – 13; grades K-7) to participate in *"It's Cool to be a Hard Head – Wear a Helmet"* Bike Safety Rodeo.

ACE has partnered with local businesses for a second year to provide five safety stations: Bike Inspection, Helmet Fitting, Hand Signals, Helmet Decorating and Face Painting. An obstacle course, designed by Citizens Engineering team, will give participants the opportunity to use their bike riding skills and hand signals taught during the educational session. In addition, employees of Citizens have constructed relays and games for the participant's enjoyment.

Registration forms will be delivered to schools county-wide and to Community Action for distribution the first week of April. Preregistration is recommended by April 19, 2010.

Along with a bike safety information, each participant will receive a goodie bag of donations from local sponsors: Dirk Davis Insurance, David Blevins of State Farm Insurance, Farm Bureau Women's Committee, Pizza Inn, Subway, Burger King, Adventure World Skate Center and more. Each participant will also receive a hot dog lunch compliments of ACE.

"We look forward to expanding our Bike Safety Event by adding games and an obstacle course for the participants" stated Greg Sapp, Citizens General Manager. "This is a fun event and a good opportunity to educate the youth of our community on Bike Safety. Giving back to the community is what ACE is all about" continued Sapp.

ACE (Associated Citizens Employees) Community Solutions is a non-profit organization committed to corporate citizenship. ACE supports communities through generous financial contributions, in-kind donations, and employee volunteerism. ACE volunteers involved in organizing the Bike Safety Rodeo are: Penny Bower, Eddie Bower, Shelia Bower, Judy Dickerson, Tera Hale, Michelle Hines, Tina Osborne, Louise Thompson, Greg Sapp, Tom Swanson, Robert Weeks, Kerri Williams, and Lori Worrell.

The sole purpose of ACE is to support our members and to invest in the future of area citizens through contributions, programs, and projects that encourage individual prosperity and build communities through charitable, educational, recreational, and technological partnerships.

For more information about ACE, contact Citizens at 745-2111 or visit <http://citizens.coop/customerservice/community>