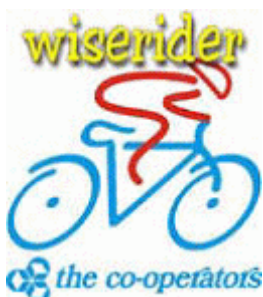




Ottawa Safe
Communities Network
Le Réseau pour des collectivités
sécuritaires d'Ottawa



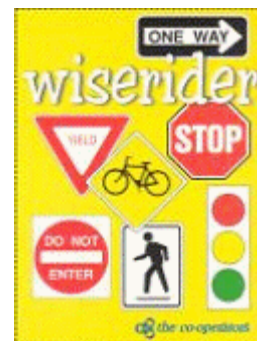
About Wiserider



Cycling is a fun, enjoyable and energizing activity for the whole family. Being with friends and family on a bicycle on a summer's day can be a wonderful time for everyone. Children especially enjoy cycling; many learn how to ride from a very young age and as they grow into adults, teach their own children how to ride.

In order for all of us, children in particular, to get the maximum benefits from cycling, they need to learn right away that they must cycle safely, learn proper techniques and the rules of the road. Ottawa has a vast array of urban and woodland cycling trails and bike paths and it is our responsibility to ensure that our children are safe when they are out on a trail, or on the road.

The Cooperators Life Insurance Company has created a program called Wiserider. It introduces the fundamentals of safe cycling to children, and adults (parents, caregivers), everyone. It encourages children and adults to treat their bicycles as vehicles and shows them how to care for their bikes. The program also teaches basic traffic laws and concepts as well as skills that are needed to ride safely.



The Kit

The kit costs \$25.00 (plus GST & PST and Shipping) from Co-operators and comes complete* with everything that a community or neighbourhood group or association needs to introduce the Wiserider program to the children and their parents or guardians.

- Leader's Guide
- Wiserider Leader's Video (20 minuet video that complements the lessons found in the Guide)
- CD-ROM (includes lesson plans, games and other resources)
- 30 Safety Brochures (information on wearing proper fitting helmets, rules of the road and other tips to cycle safely)
- Wiserider Water Bottle (makes a great souvenir and it gives the children a sense of ownership - that they received something important)
- 30 Wiserider Tattoo (give out the tattoos to the children - it helps them get in the spirit of the program)
- Wiserider Kid's Video (5 minuet video for children highlighting safe cycling)
- 30 Wiserider Certificates of Participation (great for handing out at the end of the day)

*Additional copies of the leaders video & manual (\$10.00) , cd-rom (\$10.00), brochures (\$0.10 each), water bottles (\$1.50 each), tattoos (\$0.10 each) and kids videos (\$10.00) can be purchased from the Co-operators Life Insurance Co.

Community Involvement, Encouragement and Ordering

Ottawa Safe Communities Network Supports and encourages the use of the Co-operators WISERIDER Community Safe Cycling Kit. It is a great resource for local community groups to help plan a community safe cycling fun day. This is a fantastic opportunity for communities to plan a day that re-enforces the safety message to children and adults alike, and have fun at the same time.

It will help you stage a Bicycle Rodeo for the children, and what better way to spend a summer morning or afternoon in the community.

OSCN will be happy to partner with any local community group or agency to promote and support a cycle fun day. below are some pictures of last years cycle fun day at

Order your kit today and get ready for a safe, enjoyable summer - help prevent injuries in your community.

If you would like to order the kit, or additional items, please contact *(make all cheques or money orders payable to Co-operators Life Insurance Company)* :

Stock Department, Co-operators Life Insurance Company
1920 College Avenue
Regina, Saskatchewan, S4P 1C4

Phone: 306.347.6299

Fax: 306.347.6805