



## VVCC Bikes-for-Kids Program

**The Verde Valley Cyclists Coalition's Bikes-for-Kids Program** is focused on getting kids in grades K-12 from low income families in the Verde Valley outside and active by providing them with bicycles, helmets, and encouraging an active lifestyle.

We do this by raising funds to purchase new/used bikes, helmets, inspect/certify donated used bikes as safe and refurbishing any used bicycles that are cost effective to do so.

The VVCC works with Verde Valley school administrators, churches and other community outreach organizations to identify candidates for bikes.

We then match these candidates with volunteer mentors to work with recipients in keeping the bikes running and safe. These volunteer mentors also provide, when required, basic instruction on:

- How to ride a bike
- maintenance (tire pressure/tread, quick releases, wheel wobble, brakes, chain and lube)
- repair (flat tires, broken chains)
- road hazards and safety

Recreation is a natural byproduct of the VVCC Bikes for Kids Program. This program provides a focused and meaningful impact in the Verde Valley where kids live, play and go to school. We know that there are many Verde Valley residents who can't afford bikes for their children who won't be able to experience the joy of riding and bike ownership.

The VVCC also knows that we have to create an atmosphere where kids and families embrace biking and go on adventures around the neighborhood, local parks and trails. We accomplish this through three priorities as follows:

- Bikes Access – Kids in grade K-12 from low income families earn a bike through academic achievement
- Riding Empowerment – This program serves and underserved community segment
- Safety Education – We work to change attitudes and beliefs by providing the opportunity through our mentoring program for recipients to encourage recipients to wear a helmet

**A VVCC Sponsorship is an investment in our community.** The Verde Valley Cyclists Coalition improves quality of life and access to recreation. The natural scenic beauty of the Verde Valley attracts thousands of cyclists here each year. These riders create jobs as well as retail and hospitality opportunities.

### **How do businesses benefit by supporting the VVCC**

- An opportunity to give back to the community
- VVCC members will know which businesses support cycling in the Verde Valley
- Visitors will know which businesses are bike friendly – the VVCC reaches millions of mountain bikers from around the world – past, current, & potential visitors – through its partnership with [www.trailforks.com](http://www.trailforks.com)
- Sponsors are identified on VVCC website and other media as giving back to the community!

**VERDE VALLEY CYCLISTS COALITION**  
PO Box 20332 Sedona, AZ 86341 [www.vvcc.us](http://www.vvcc.us)