

Local law firms to distribute bike helmets to grade two and three students at St. Aloysius Catholic School

Safe Summer Cycling for Elementary Students

Kitchener, ON – On Wednesday June 20, 2018, lawyers and staff from Deutschmann Law and Dietrich Law will be at St. Aloysius Catholic Elementary School where they will hand out 70 bicycle helmets to grade two and three students with the assistance of the Brain Injury Association of Waterloo Wellington and Waterloo Regional Police Services (WRPS).

Deutschmann Law and Dietrich Law are two Kitchener based personal injury law firms and members of the Ontario Trial Lawyers Association (OTLA) Helmets on Kids campaign. This year, the firms will be distributing 70 helmets after a school wide assembly on bicycle and helmet safety given by the Brain Injury Association of Waterloo-Wellington and a school resource officer from the WRPS.

The Ontario Ministry of Health reports that between 2006-2010, 93.75% of cyclists under the age of 18 who were killed in cycling collisions **were not wearing a helmet.**

The program, initiated in the London area in 2002, was started as a joint project of OTLA members and of the Brain Injury Association of London and Region (BIALR), and presented helmets to students of the Thames Valley District School Board. Since its inception, the Helmets on Kids campaign has expanded to numerous regions across the province and has presented **over 33,000 helmets** to children in need.

The mandate of the campaign is to help put a helmet on the head of every child who needs one, and provide education and awareness to school-aged children about bicycle safety and helmet use. All helmets are purchased with funds donated by the OTLA lawyers and their firms.

“We are pleased to be able to bring this program to St. Aloysius this year and assist in ensuring that the young bicycle riders can continue this healthy activity in safety. Often, in our work, we are dealing with cases involving young people that have had terrible outcomes from an accident where they did not have a helmet or a helmet that was not fitted properly. We want the young children outside biking in an environment that promotes health and safety. This is one small way that we are contributing to that.” Rob Deutschmann, Deutschmann Law, Professional Corporation.

The Bike Helmets on Kids campaign has been recognized with awards from the Brain Injury Association of Canada (BIAC), the Ontario Brain Injury Association (OBIA) and the Ontario Safety League (OSL) for its contribution to promoting injury prevention awareness and safety education.

About the Ontario Trial Lawyers Association: Founded in 1991, the Ontario Trial Lawyers Association (OTLA) is an organization of more than 1,450 plaintiff lawyers, law clerks, articling students and law students. Our purpose is to promote access to justice for all Ontarians, preserve and improve the civil justice system, and advocate for the rights of those who have suffered injury and losses as the result of

wrongdoing by others, while at the same time advocating strongly for safety initiatives. For more information, visit www.otla.com.

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