



RESEARCH • RIDING FOR FOCUS • FUND

MORGAN HILL, Calif., June 11, 2020—Outride and BikeNWA are partnering to bring Riding for Focus to middle school students in six Northwest Arkansas schools. The program, supported by a Walton Family Foundation grant at the recommendation of Steuart Walton and Tom Walton, will enable approximately 2,400 students over the next five years learn bicycle skills, safety, and knowledge to become lifelong riders.

The Riding for Focus program will include a fleet of up to 34 Specialized bikes for each school. The bikes are easy to build and maintain due to their customized and durable design. Additionally, teacher training and cycling curriculum will be provided to the schools for implementation.

Outride is committed to improving the lives of youth through cycling. Through their Primary Research, Riding for Focus cycling program, and Outride Fund grant-giving activities, they provide evidence-based cycling interventions to improve social, emotional, and cognitive health.

“Partnerships with community organizations such as BikeNWA are an exciting and important step towards reaching an even larger and more diverse student population. Historically, Arkansas has been referred to as both the “The Land of Opportunity” and the “Natural State,” and we are excited that this collaboration will provide a new opportunity for so many kids to get outside and into nature to improve their life-long health and well-being. Together we will help young people have better lives, one bike ride at a time,” says Andrew Cunningham Outride Program Manager.

“We are excited to play a part in bringing this program to Northwest Arkansas. Of the many attributes that accompany this program, the most beneficial is the high-quality training for teachers. The teachers will get to meet and connect with other teachers and learn how to implement the program practically rather than just reading a manual or watching a video. Receiving significant teacher buy-in from the beginning is crucial to having a sustainable program. When the teachers get excited and passionate about what they are teaching, it really translates to the students,” Anya Bruhin, Education Program Manager at BikeNWA.

Background: In the Fall of 2019, BikeNWA, in partnership with Outride and private funders, helped to bring Riding for Focus to Huntsville Middle School. Utilizing a fleet of bikes engineered for optimized, reliable use and an easy-to-follow curriculum, middle school students learn riding etiquette, fitness and training concepts, decision making, and bike handling skills. The program became an instant favorite among students and staff for its positive impact on the students’ mental and physical well-being.

About OUTRIDE:

Outride is a public nonprofit dedicated to improving the lives of the next generation by getting more kids, their families, and their communities on bikes. Through our research, cycling programs, and

grant giving activities, we provide evidence-based cycling interventions to improve the social, emotional, and cognitive health of youth.

About Bike NWA:

BikeNWA's mission is to educate, inspire, and activate the Northwest Arkansas community to ride bicycles and support the creation of a world-class all ages and abilities network of bicycle infrastructure. To learn more about our work, visit <https://www.bikenwa.org>.

OUTRIDE
15130 Concord Circle
Morgan Hill, California 95037 · USA
www.outridebike.org