



FOR IMMEDIATE RELEASE:

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East River to Sponsor Bicycle Safety Day this Saturday

Now that the weather is warming, more children are riding their bicycles in and around Madison. To help kids prepare for a summer of safe riding, East River Electric will again sponsor its Bicycle Safety Day this Saturday, May 14.

Admission to the event, held at the St. Thomas Gym, is free. Registration begins at 9:15 a.m. with the Safety Program beginning at 10 a.m.

Ages 4-10 are invited to learn about the rules of the road and practice them on a bicycle safety course. In addition, children will watch a bicycle safety video and learn safety tips from the Madison Police Department. Bicycles will be inspected as well as free bicycle registration and licensing being offered.

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Refreshments will be served and prizes will be given away, including a chance to win a new bike.

Parents are encouraged to bring their children and stay for the event. Door prize registration and consent forms can be downloaded at www.eastriver.coop. For more information, contact Kayla Kaup at 256-8051.

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East River Electric Power Cooperative is a wholesale electric power supply cooperative serving 24 rural electric cooperatives and one municipally-owned electric system, which in turn serve more than 92,000 homes and businesses and over 250,000 consumers.

Our 41,000 square mile service area covers the rural areas of 41 counties in eastern South Dakota and nine counties in western Minnesota.