



FOR IMMEDIATE RELEASE:
July 7, 2009

CONTACT: Robin Coventry
(302) 734-7511

Alfred I. duPont Hospital for Children's Trauma Program to Provide Helmets for All Bicycles Donated in the 23RD Amish Country Bike Tour "Give A Child A Bike Campaign

DOVER, DE – Kent County Tourism is happy to announce the partnership with the Nemours/Alfred I. duPont Hospital for Children in Wilmington in conjunction with the 23rd Amish Country Bike Tour's "Give A Child A Bike" campaign. The duPont Hospital's Trauma Program is providing a helmet for every bike donated this year.

"We were very surprised and excited by the generosity of the duPont Hospital for Children. We put our worries to rest, each child will be able to put on their helmet and take off on their bikes," said Robin Coventry, Director of Public Affairs and Special Events.

"Once we heard about this great opportunity, we knew this was something that we needed to do. Being a Pediatric Trauma Center we realize the importance of protecting our children. Having the ability to partner with Kent County Tourism and its Give a Child a Bike Campaign has increased our chances of preventing unintentional injuries," said Sean Elwell, RN, Injury Prevention Coordinator at the Alfred I. duPont Hospital for Children.

Delaware law requires children under the age of sixteen to wear a helmet when riding their bicycle.

"If you have a used bicycle or a scooter in your garage that is no longer ridden or one that your children have out grown; as long as it is in good condition we can find a child that will put it to good use," Coventry said. "New bikes can also be purchased for under one hundred dollars and donated."

Statewide businesses can become sponsors or partners and help Kent County Tourism fill a valid need by giving children bicycles. If you would like to donate a bike please contact Kent County Tourism at 302-734-4888. "This campaign supports child wellness and safety. It also encourages children to experience the wondrous childhood freedom of riding a bicycle," said Robin Coventry.

The 23rd Amish Country Bike Tour and Pedal Away Prostate Race is September 12, 2009 on Legislative Mall in Dover, DE. For additional information or to register www.visitdover.com. Kent County Tourism a 501c6 non-profit corporation is working with the Boys and Girls Club in Delaware to locate children that need bicycles.

###

About Nemours

Nemours, one of the nation's largest pediatric health systems, is dedicated to achieving higher standards in children's health. Nemours offers an integrated spectrum of clinical treatment coupled with research, advocacy, and educational health and prevention services extending to all families in the communities it serves. Starting with Alfred I. duPont's bequest more than seventy years ago, Nemours has grown into a multi-dimensional organization offering personalized clinical and preventive care focused on children.

Nemours owns and operates the Alfred I. duPont Hospital for Children in Wilmington, Delaware and major children's specialty clinics in Delaware (Wilmington), Florida (Jacksonville, Orlando and Pensacola), Pennsylvania (Philadelphia, Lancaster and Newtown Square) and New Jersey (Egg Harbor Township and Voorhees). In 2009, the Alfred I. duPont Hospital for Children was named one of Parents Magazine's "Top 25 Best Children's Hospitals."

Having recently received approval from the State of Florida, Nemours will establish a new full-service children's hospital in Orlando. KidsHealth.org, the world's most visited pediatric health care Web site for parents, kids and teens, is a project of Nemours.

Nemours employs more than 4,100 individuals, including 400 pediatric physicians, specialists and surgeons who cared for approximately a quarter of a million children in 2008. The organization's goal is to align with parents, physicians, community leaders, children's advocates and elected officials to ensure optimal wellness for every child. Additional information about Nemours can be found at www.Nemours.org.