

WHY NOT?



wear a helmet.

The Why Not Wear A Helmet Company is a not for profit organization which was founded in July 2008. Our Mission is to educate families about the importance of wearing helmets to reduce the risk of and or prevent traumatic brain injuries in sporting and recreational activities.

By providing education about the important functions of the brain and how a fall can cause a traumatic life changing event, Why Not Wear A Helmet hopes to provide families the information to make smart choices by wearing appropriate helmets when engaging in sporting or recreational activities.

This fall we are offering low cost Ski and Snowboard helmets. If you would like more information on the helmets we are offering please visit <http://www.prorider.com>. Order forms and cost information can be downloaded at your school or the district websites. For information on what helmet to wear for different sports please go to the Consumer Product Safety Commission's website <http://www.cpsc.gov/cpsc/pub/pubs/349.pdf>. Also if you choose not to purchase a helmet, many ski resorts are offering helmet rental programs through "Lids on Kids." More information can found at <http://lidsonkids.org>

Lastly please visit our Safe Kids partner Rainbow Babies and Children's Hospital Injury Prevention Center website for other helmet safety information. <http://www.uhhospitals.org/rainbowchildren/tabid/3592/Default.aspx>.

Ultimately it is up to you to educate yourself about benefits and limitations of wearing helmets for sporting and recreational activities. The choice of whether to wear a helmet is one of personal or parental choice, but Why Not Wear A helmet hopes that you choose wisely and wants to make affordable helmets available to those who want to purchase them.

Thank you,

Ann Hanrahan and Kristen St. Pierre
Co-founders