

# Motorist Awareness Day Event

May 8<sup>th</sup> is National Motorist Awareness Day. I would like all chapters to plan a Motorist Awareness event for that day. It doesn't have to be big; it can be as small or large as each chapter wants.

As an example, your chapter can go for a lunch ride and park the bikes so they can be easy seen. Meet and great folks, pass out tri-fold brochures for 45 minutes before and after your meal.

**OR** go to a rest stop, pass out water or candy and meet and great folks and pass out tri-fold brochures for two hours.

**OR** go to a local city park, pass out water or candy and meet and great folks and pass out tri-fold brochures for two hours.

**OR** go to a mall or maybe a truck stop, pass out water or candy and meet and great folks and pass out tri-fold brochures for two hours.

**OR** any other idea your chapter can think of is just fine.

There is other material available also; coloring books, different lifesaver sheets.

Here's some tips for planning your MA event.

First, where do you want to have this activity. Do we need permission from the owner to display our bikes and talk with their patrons? Is the parking area large enough to do this and not restrict parking or movement for the other patrons?

Next, do you want to show people that we are just "regular" folks, just like them? Perhaps you want to tell folks about the safety gear that we wear and why.

Last, what supplies will we need? Are we setting up a table or booth or just walking around? Are we using our bikes as the magnet to get attention? Do we need a sign or banner? What about handout materials?

I hope you can see anyone can have a successful Motorist Awareness event on May 8<sup>th</sup>.

Can you do it as a spur-of-the-moment activity? Absolutely, if just a little planning is done.

For any help we can give please contact us.

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