



A Guide To National AmTryke® Month October 2010

It's time once again to make plans to celebrate National AmTryke® Month!

Held throughout the month of October, this is a great opportunity to concentrate efforts on promoting the AmTryke® therapeutic tricycles and the impact they have on individuals with disabilities. This is also the time to boost your efforts to provide trikes to not only children in your community, but also children on the national wish list.

In this packet you will find a sample news release, other useful ideas to help your chapter in planning your National AmTryke Month activities and more.

Receive A New AmTryke Banner

As a new incentive this year, your chapter will receive 5 bonus points on your second quarter scorecard and a new vertical AmTryke banner if you purchase and present an AmTryke in the month of October!

It's easy to receive your bonus points and banner! Just order your trike from the AMBUCS Resource Center in October. Send information on the giveaway including the date (it must be in October), location, and child's information to ambucs@ambucs.org. *Remember to include photos for the Winter issue of AMBUCS™ Magazine!*

Information must be received by November 10 to receive credit. Every chapter who submits this information will receive bonus points on their scorecard. Banners will be mailed out to chapters at the end of November!

Remember the AMBUCS™ Resource Center is here to help!
| If you have any questions as you make plans for National AmTryke® Month, feel free to contact us!



AMBUCS™ Resource Center
PO Box 5127
High Point, NC 27262
(336) 852-0052
ambucs@ambucs.org
www.ambucs.org





Ideas...

To Make Your AmTryke® Month the Best it Can be!

Give away a trike ... or two, or three:

At the heart of this month's celebration is the joy and benefits a child experiences when given their own AmTryke therapeutic tricycle. Even if your chapter is only able to purchase a limited number of AmTrykes, be sure to do whatever you can! Share the joy of mobility and freedom with a deserving child!

Take it on the road:

Most chapters have access to an AmTryke Trailer and National AmTryke Month would be the perfect time to utilize it. Take your region or district's AmTryke Trailer to a local therapy clinic and introduce the AmTryke Project to area therapists or bring it to a community event and spread the word to the public. How about establishing a DemoSite in your town?

Hold an Open House:

Work with your local therapists and organize an AmTryke Open House event. Since the school year has just started, it is an ideal time to contact local special needs classes and invite parents to bring their children to test out the AmTryke therapeutic tricycle. Make it a special and exciting time not just for the children and their families, but also for your fellow AMBUCS™ members and your community! Use this opportunity to build up your local Wish List or better yet, let many children go home with their own trike that day. A step-by-step guide is available in the Member Resources section of the AMBUCS Web site to help you.

Make it a media event...

Organize a time to give away several trikes to area kids. Contact your local media and invite them to attend and cover the story. Don't just send a news release. Call your contacts individually, invite them to the event and ask if you can send them information. You may be surprised at the response you receive. See the sample news release for ideas on what to write. Check out the "Working with the Media" guide available on the AMBUCS Web site for more tips!

Get the word out...

National AMBUCS has some great public service announcements ready for you to use. You can download free professionally produced, read-to-use radio PSAs in MP3 format from the AMBUCS Web site (<http://www.ambucs.org/multi-media-gallery/>). The 30-second PSAs are broadcast quality and ready for you to distribute to your local television stations.

Get AmTryke® gear...

The AMBUCS Store has a wide variety of AmTryke promotional items for your chapter to use. From clothing to posters to plaques, there is much to choose from! This informational kit contains a few of those ideas, but be sure to check out all of the available items at www.ambucs.org and clicking on "shop" menu.



The therapeutic tricycle for children with disabilities

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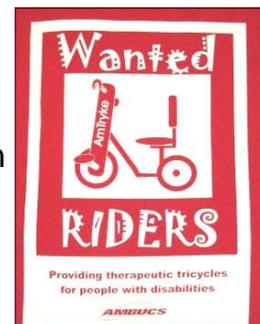


Ideas...

AmTryke® promotional items from the AMBUCS™ Store!

Wanted Riders T-shirt

Everyone will love this bright red t-shirt. The front is plain red, the back contains a white graphic with the main words "Riders Wanted", a drawing of an AmTryke in motion, the AMBUCS logo and the description "Providing therapeutic tricycles for people with disabilities." These t-shirts were a great hit at the 2008 AmTryke Rodeo! Sizes available M-XXXL. \$10 each.



AmTryke® Static Cling Stickers

What a great deal at just \$1 each. They are an easy way to increase the visibility of the AmTryke® Project on your vehicle window or in your window at work!



Ask Me About AmTryke® Buttons

To enhance National AmTryke® Month, be sure your chapter all wears an "Ask me about AmTrykes" label button. The buttons are blue with white text and are 1 3/4" in diameter. And best of all, they are only \$1!

AmTryke® Posters

Posters include a picture of a child on a tryke with the headline, "Special Kids Need A Special Ride." Posters are a great deal at just TWO for \$1!

AmTryke Short Sleeve T-Shirt

Hanes 100% cotton t-shirt. AMBUCS/AmTryke Logo center chest. Dark Gray. Sizes S-XL. \$10.



AmTryke® therapeutic tricycle Brochure Full color 8 1/2" x 11" 12 page brochure with photos of AmTryke® therapeutic tricycle sizes and order form with MSRP prices. Photos of accessories available. Great for open houses and DemoSites at \$.35 each.

For more ideas visit the AMBUCS™ Store at www.ambucs.org!



Ideas...

Sample News Release

FOR IMMEDIATE RELEASE

CONTACT:

(YOUR NAME)
(YOUR PHONE NUMBER)
(YOUR E-MAIL ADDRESS)

VOLUNTEER GROUP CELEBRATES MOBILITY AND MAKES AREA KIDS' DREAMS COME TRUE

(YOUR CITY, STATE AND DATE OF RELEASE)- "This can't be true!" "What's the catch?" "You have got to be kidding!"

These are common phrases being heard from parents of children with disabilities in the **(YOUR TOWN)** area.

They are reacting to news that **(YOUR CHAPTER NAME)** AMBUCS™ is celebrating National AmTryke® Month by providing **(NUMBER OF TRYKES GIVEN AWAY)** children with disabilities with their first opportunity to ride a bicycle on **(DATE)** when each child will receive an AmTryke® therapeutic tricycle.

They will receive their **free** trikes together at **(TIME)** in **(LOCATION)**.

The AmTryke is specially designed for individuals with disabilities and can be hand and/or foot powered. This tricycle benefits riders by helping to increase coordination, improve muscle strength, and improved balance. It also gives these individuals a chance to ride a bike just like their siblings and friends

National AmTryke® Month celebrates the dedication of over 6000 members of National AMBUCS™ Inc., a volunteer non-profit organization dedicated to creating mobility and independence for people with disabilities. Members, along with the help of partner therapists, believe that motion in therapy is important. Through the AmTryke® therapeutic tricycle, motion in therapy is possible and helps create mobility for individuals with disabilities.

For information on the presentation scheduled for **(TIME)** at **(LOCATION, ADDRESS)**, contact **(YOUR NAME)**, **(PHONE)** or visit www.ambucs.org.

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