



Pedalwheeling

Monthly Newsletter of the Quad Cities Bicycle Club — March 2013

RAGBRAI honors Dean 'Bareback' Mathias

Story and photo by Todd Welvaert
Courtesy of The Dispatch/Rock Island Argus

Ask anyone who has ever done a RAGBRAI, the 500 or so mile week-long bike ride across Iowa, and they can tell you it's not all party. There's hard days filled with hills, heat, humidity and head winds, and sometimes the only thing that keeps you going is a helpful hand.

For years, one of the most constant helpful hands has belonged to Dean Mathias, 61, of Milan.

He's made RAGBRAI every year since 1998 and helped countless riders get to the next stop, so much so he was honored with an inaugural RAGBRAI Special Recognition Award at the 2013 Route Announcement Party.

RAGBRAI director T.J. Juskiewicz said Mr. Mathias was the epitome the RAGBRAI spirit of helping and encouraging other cyclists.

"If I can stop and make someone RAGBRAI better, I'll do it," Mr. Mathias said. "That's what it's about, the sharing, the camaraderie. My motto is 'leave no RAGBRAI'er behind.' If I can stop and help somebody along, I love that. You never know."

Mr. Mathias remembered pulling into Marshalltown last year, on one of the hottest days in the ride's history, and finding a fellow rider suffering from the heat, and with a flat tire. He helped the man get his tire fixed and get back on his feet, getting him a pickle.

"They sell pickles along the route. The salt helps on those really hot days," Mr. Mathias said. "That guy was standing at the foot of the stage when I got this award. He was the first person to shake my hand and said 'Remember me, you got me a pickle.' You just never know where or when it will come from."

Mr. Mathias, who rides with a floor pump attached to his bicycle, has helped countless riders along RAGBRAI and has become something of a legend on the ride. Mr. Mathias rides a bike without a seat, garnering the nickname 'Bareback.' He started riding without a saddle years ago, and since has had a special bicycle built.

"I've always been a runner and that carried over to the cycling and I found it was better for me for training," said Mr. Mathias, who has run all 15 Quad City Marathons. "I rode in a high gear, always stood up a lot anyway, so this just worked out."



Dean Mathias, 61, Milan, was honored with an inaugural RAGBRAI Special Recognition Award at the 2013 Route Announcement Party.

Bareback contd. on page 3
Related story on page 5

Key Contacts

Officers:

President - John Harrington (563) 940-6023 or jwhjkh@gmail.com

Vice president - Denise Duethman (309) 721-7276 or neuromanager910@yahoo.com

Recording Secretary - Deb Mathias (309) 787-6547 or mathiasdebdean@peoplepc.com

Treasurer - Darlene Moritz (563) 386-3499 or dmoritz@access.net

Quad Cities Bicycle Club
P.O. Box 3575
Davenport, IA 52808
www.qcbc.org

Board Members:

Terry Burke (309) 797-3790

Mike Terry (309) 738-3409

Don Luth (563) 381-3750

Doug McDonald (563) 332-6774

Donnie Miller (309) 737-8270

Dave Thompson (309) 764-5030

Don Flynn (563) 340-9959

Key Contacts: A complete listing of committee chairmen and key contacts is available on the club's website and in the front of the hard copy ride schedule and membership directory booklet.

Mission Statement: To promote, encourage, and support the safe participation in bicycle riding of all ages and abilities; to anticipate and address the needs and interests of all aspects of bicycling in the Quad Cities area.

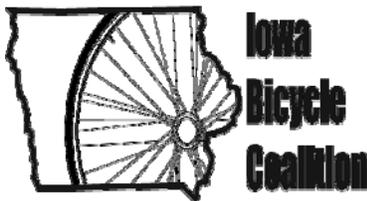
Club Meetings: Are held twice a year at 7 p.m. the third Tuesday of March and October. For program information, call Denise Duethman at (309) 721-7276

Submitting Articles for Newsletter: Deadline is the 15th of the month. Please limit your article to 1 page in length. Email it to Jackie Chesser at qcbceditor@yahoo.com Free want ads are available for members. Commercial ads are available at the following rates: ¼ page or less - \$25, ½ page - \$50, and a full page - \$100. Email ad requests to club treasurer Darlene Moritz at dmoritz@access.net. After working out payment with her, mail payment to the club treasurer at the address in the box in the upper right hand corner.

Major Activities of the Club Include: Tailwind Century in Spring and Fall, Spring Picnic, QC Criterium Bike Races on Memorial Day, Tour of the Mississippi River (TOMRV) in June, charter bus service on RAGBRAI in July, Du-State-Du Duathlon in August, Heartland Century in September and our Annual Dinner in November.

Benefits of Being a Club Member Include: 12 issues of Pedalwheeling per year, annual membership Directory booklet, discounts at QC area bike shops, and discounts on TOMRV and Heartland Century registration fees.

Affiliated With:



www.iowabicyclecoalition.org



www.bikeleague.org



www.bikelib.org

Icycle Bicycle ride will be held March 9

The Riverbend Bicycle Club will hold the Icycle Bicycle Ride on Saturday, March 9. It begins at Happy Joe's, 408 S. 1st St., Clinton, Ia. and goes 28 miles along the Clinton riverfront to the bike path and over the river by the North Bridge. Riders then can go north to Thomson, Ill., on the Great River Trail or along the Mississippi dike, past Fulton's windmill. Registration is \$20 and includes a lunch buffet afterward at Happy Joe's, a route map, SAG refreshments and door prizes. Check in at Happy Joe's from 10 a.m. to noon. Ride and lunch must be completed by 4 p.m. Sweatshirts and long sleeved t-shirts will be available for an additional fee. For information, contact Ron Peters at (563) 243-5033 or email info@rbccclinton.org.



Let's Ride!

John Harrington, QCBC president



I've heard robins—time to get your bike ready to ride.

Cruising the Celtic Isles. On Saturday, March 16, Joe Jamison and his trustee crew of merry elves will hold our club's first ride of the year. We start at 9 a.m. on the launch ramp near the Case/IH site in Moline. Details can be found at qcbc.org.

As always, the pace and total distance ridden are up to each rider. Joe's ride is a great way to start the Mississippi River Trail Year of Cycling with your friends. There's no entrance fee and there's usually cookies and drinks. So, come join us, and bring a friend as well.

Spring general meeting. Denise Duethman has planned another fun and informative event for members and future members. Join us at 7 p.m. Tuesday, March 19, at Bent River Brewing Company in Rock Island. Food and refreshments will be provided. Our speaker is Dr. Karen Maves. Bring your allergy questions.

Heartland Century. I need volunteers to run the Heartland Century on Sept. 14. Scott and Kat Swanson managed the event for five years and are turning over the reins for 2013. Scott already has done a lot of the pre-work such as reserving lunch and SAG locations. Please contact me at jwhjkh@gmail.com to keep this event on our calendar.

Bettendorf Cycling Plan. The city of Bettendorf recently held a public forum to highlight its long-term bicycling plan. City employees and contractor Shive Hattery were on hand to answer questions and get public input. Both the scope of the plan and actual progress to date are fantastic. Here's a link to the plan. It's worth a look. http://www.bettendorf.org/eGov/documents/1359471075_8596.pdf

Bareback, contd. from page 1

He started riding while still in college after a friend loaned him a bicycle, and it rekindled a love with the sport from his childhood. He bought his own bike and then tried to ride home from Illinois State in Normal. He overheated the first day, so didn't make it home until the second day.

Then, he and his wife, Deb, went to owning just one car.

"I was teaching elementary school in downtown Rock Island and started riding or running to work every day," said Mr. Mathias, who retired in 2006 after teaching for 33 years. "It was seven or eight miles, in all kinds of weather. It was an adventure every day."

Mr. Mathias also does yoga, chin-ups and bird watching, and is a tireless advocate for bicycling in the area, but RAGBRAI always will hold a special place in his heart.

"I tell people every day on RAGBRAI is a chapter in a book. You can write the story but some of the story evolves around you," he said. "Some of the story comes from the people you mix with, and I've met a ton of great people on RAGBRAI, year after year."

TOMRV fee increase on March 30

By Linda Barchman

Get your TOMRV registration in now. The fee currently is \$60, but will increase to \$70 on March 30. All rooms at Clarke are sold out, but there is camping and sleeping bag space at Clarke or you can make a reservation at one of the motels listed on the TOMRV hotel page. The trolley service will run between Clarke and the motels.

The QCBC TOMRV registration page, www.qcbc.org/tomrv/registration.html, has a link for a printable registration form that can be mailed in and a link to Getmeregistered for online registration.

Assuming we don't have snow or ice, March is a good time to get your bike out and start those training miles.

QCBC general meeting March 19 at Bent River

The QCBC general meeting will be held at 7 p.m. Tuesday, March 19, at Bent River Brewing Company, 512 24th St., Rock Island. Club members and their friends are invited to enjoy dinner and Bent River beer, followed by a short meeting. Dr. Karen Maves will discuss allergies.

For more information, call Denise Deuthman at 309-721-7276 or e-mail: neuromanager910@yahoo.com.



Pushing for Pedaling

Promoting bicycling advocacy

By *Chuck Oestreich*

An Uncommon Book about Common Sense Bicycling

It's my kind of book. Titled "Just Ride: A Radically Practical Guide to Riding Your Bike," this new, slim book takes a revolutionary look at bicycling in America.

Most bike racers won't like this book; most extreme mileage bike riders won't like it; most bike shop owners won't like it; and many bike club members won't like it. But for the vast majority of citizen bike riders it may come as a revelation - or a revision in their thinking as to what bicycling means.

Author Grant Peterson is not just a fly-by-night complainer with no technical expertise (much like the writer of this column). He's been around and around the country on a bike, since 1970. He's also worked in the bike industry, notably at Bridgestone's headquarters, and then as owner of his own shop in California. The man knows the territory.

Petersen's main thrust is to show how bicycling can come out from under the rigorous spell brought about by bike racing. He says, "My main goal is to point out what I see as bike racing's bad influence on bicycles, equipment, and attitudes. . . I think of the process of questioning racing's ways and coming up with more livable alternatives as unracing."

By "unracing" he means, "Don't suffer in the name of speed, imaginary glory, or internet admiration; don't ride bikes that don't make sense for you; don't wear ridiculous outfits just to ride your bike; don't think of your bike as a get-in-shape tool and riding as something you have to suffer to benefit from. Your bike is a useful convenience, and a fun, possibly expensive, machine, and riding is best for you when it's fun."

I like that: bicycling should be fun, not another one of the competitive grinds that turns it into work, or something very close to work.

But through the years, bike racing has become for many riders an unconscious focus. "For the most part, non-competitive, recreational riders wear the same clothes, pedal in the same shoes, ride the same bikes as racers do. Most rides are training rides, and we're always trying to improve our times. This kind of riding is more work than fun, but even so, nobody is getting skinny doing it. The strong-legged, potbellied high-mileage cyclist is now a cliché," he writes

Here are some of the myths he attempts to explode:

- The six-ounce bike helmet provides ample brain protection.
- Long, hard rides are healthy and lead to a lifetime of fun.
- Racers are good role models.
- Carbohydrates are the best fuel.
- Cycling is a great way to lose weight.
- Today's technology makes bike riding more fun and efficient.

I won't go into what he has to say specifically about these myths and many others, but he does make some convincing points about each one of them.

I devoured most of the short, to-the-point chapters with relish. For instance, I've never been a fan of clip-in pedals. I've seen too many riders have accidents because of them and heard too much clicking of special bike shoes on restaurant floors. Historically, according to the author, they were needed when shoes had leather soles and something was needed to prevent the foot from sliding forward - hence toe clips.

Then the idea arose that if the shoe and pedal were clipped together, riders could move the bike with both downward and upward force. He calls this nonsense. Laboratory tests have shown that "everybody mashes . . ." Mashing means pushing down and just letting the other foot come up automatically. "Studies have shown that being clipped in doesn't add to efficiency, power, or speed."

His advice: Wear any shoes. Your leg and foot muscles will last longer (you can shift your foot's position). You will reduce repetitive stress injury. It'll be easier getting off and on the bike - and much easier walking in stores, restaurants, etc.

As you can see from this one sample, Peterson is a modern bicycle heretic - taking a common sense look at many of the aspects that we have come to believe as important to bicycling. And with his focus on biking fun rather than work (racing, extreme mileage), I, for one, can only smile as I pedal along.

March in QCBC Bicycling history

By Joe Jamison

Bicycling trivia

It was 1925, the “Golden Age of Sports.” Babe Ruth was making \$20,000 a year, an astounding amount of money at the time. But bike racer Fred Spencer easily topped this with \$100,000 by excelling in the grueling “Madison” races—six-day races, held on indoor tracks by two-man teams.

These teams were paid a percentage of the gate and the attendance was amazing. Bike racing was the most popular sport in the country at that time.

Quotes from the past

“Learn to swear in different languages. Other riders will appreciate your efforts to communicate. They’ll also know who you’re talking to.” -Robert Millar, on fitting into a pro peloton

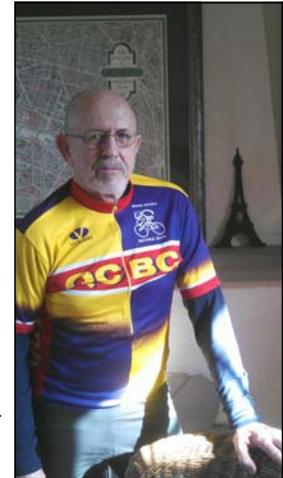
QCBC events/happenings from the past

- **1973:** Club president Terry Burke received a reply from the Illinois Dept. of Conservation regarding his inquiry about development of bike trails along the Hennepin Canal. The reply was encouraging.

- **1983:** It was announced that the Neff family would open “Jerry and Sparky’s” bike shop in early April. Hard to believe that was 30 years ago.

- **1993:** When money was allocated to join the Moline and Rock Island bike trails, design for that section near The Mark civic center (now wireless) was to take cyclists onto 3rd Avenue at the insistence of Mark management. Cooler heads prevailed; otherwise that scenic section of the bike path would not have been experienced by today’s cyclists.

- **2003:** QCBC treasurer Darlene Moritz posted an appeal in the newsletter for someone to replace her as treasurer, a position she had held for five years. That was 10 years ago and she’s still waiting. Thanks Darlene for your patience; don’t know what the club would do without you..



RAGBRAI honors Bareback Mathias

By Dixon Novy

The Quad Cities Bicycle Club’s Dean “Bareback” Mathias, of Milan, is one of the first recipients of RAGBRAI’s prestigious Special Recognition Award.

“We wanted to honor Bareback for epitomizing the RAGBRAI spirit of helping and encouraging other cyclists,” RAGBRAI director T.J. Juskiewicz said. “Dean has always been one to jump off the bike and help those in need. We just wanted to honor him for all that he has done to help RAGBRAI keep rolling along!”

During his presentation in front of 1,100 cycling enthusiasts at the 2013 Route Announcement Celebration, plus thousands watching online, Mr. Juskiewicz said the award is RAGBRAI’s equivalent to college football’s Heisman Trophy.

Bareback, because he “rides” his custom built bicycle without a seat, spends his 20+ RAGBRAI’s stopping to help those in need of mechanical, and with physical and mental breakdowns each and every day of the Des Moines Register’s annual Great Bicycle Ride Across Iowa.



Bareback, left, receives the award from RAGBRAI director T. J. Juskiewicz. - Photo by Ken Urban

PLAN TO ENJOY YOURSELF

Identifying your retirement needs is the first step to help you design a financial strategy that will make the assets you've worked hard to build keep working for you.

Whatever your plans for retirement, I can work with you to evaluate your needs and develop a customized strategy to help you achieve your goals.

Call today for more information or to schedule a consultation.



LPL Financial
John Harrington

1717 State St, Ste 101
Bettendorf, IA 52722
(563) 441-9903 Office
(563) 441-9926 Fax
(563) 940-6023 Cell
john.harrington@lpl.com



Member FINRA/SIPC

MKT-06078-0410 Tracking #638097



* THINK SPRING WITH A TUNE UP *

Get a tune up for just \$40 or a tune up and detail package for \$70
Get your bike riding and looking good!

Offer good March 2-March 23.
89 9th St., Silvis, Ill. 61282

Hours:

M-F 10 – 5:30 Sat. 10– 2
309-752-9850

Full Service Shop
Work on all makes and models
our web site - letsrideinc.com

Volume 117

Dr. Smith Answers Your Foot Pain Questions. What are Flat Feet?

The arch of the foot supports the entire foot, and therefore your entire weight. When the arch begins to fall from age, arthritis, overuse or trauma, flat feet can be the result. Over time, the foot can become more stressed because of the lack of arching. This can result in other common foot problems, such as hammertoes and heel spurs.

If left unchecked, flat feet can cause misalignment and discomfort in other joints and in the lower back. When addressed early on, nonsurgical treatment can prevent pain.

People with flat feet can take action to prevent strain and pain. Dr. Smith can help you determine the right strategy for treating your foot issues.



ordinary name • extraordinary care

(309) 762-7919

www.drsmithdpm.com

See Dr. Smith for an early diagnosis of any foot pain.

Hamilton Heights Medical Bldg. • 550 30th Avenue, Suite #4 • Moline, IL 61265

Pedalwheeling • March 2013

The ride schedule was accurate at the time we published the newsletter.

Some rides may not have been submitted in time.

The QCBC website <http://qcbc.org/rides/> will have the most up-to-date schedule.

March 2013—Ride Schedule

Mar 02	Mid-paced	Saturday morning ride- Riders Choice - route determined by participants	TBD	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Riders Choice
Mar 03	Mid-paced	Sunday afternoon ride- Riders Choice - route determined by participants	TBD	1:00PM	Hardees, 425 55th Street, Moline	Riders Choice
Mar 06	Wed-morning	Wednesday Morning Combined ride, riders determine the distance, pace, includes breakfast stop	25+ miles	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Darlene Moritz 563-386-3499
Mar 09	Mid-paced	Saturday morning ride- Riders Choice - route determined by participants	TBD	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Riders Choice
Mar 10	Mid-paced	Sunday afternoon ride- Riders Choice - route determined by participants	TBD	1:00PM	Hardees, 425 55th Street, Moline	Riders Choice
Mar 13	Wed-morning	Wednesday Morning Combined ride, riders determine the distance, pace, includes breakfast stop	25+ miles	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Darlene Moritz 563-386-3499
Mar 16	Mid-paced	Saturday morning ride- Riders Choice - route determined by participants	TBD	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Riders Choice
Mar 16	Leisure	Cruising the Celtic Isles! Free, open to the public. Lunch at the Front Street Brewery in the Beer Garden. Wear your Green lads and lasses	10-25 miles	9:00AM	Butterworth Parkway-East End	Joe Jamison j-jamison@sbcglobal.net
Mar 17	Mid-paced	Sunday afternoon ride- Riders Choice - route determined by participants	TBD	1:00PM	Hardees, 425 55th Street, Moline	Riders Choice
Mar 20	Wed-morning	Wednesday Morning Combined ride, riders determine the distance, pace, includes breakfast stop	25+ miles	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Darlene Moritz 563-386-3499
Mar 23	Mid-paced	Saturday morning ride- Riders Choice - route determined by participants	TBD	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Riders Choice
Mar 24	Mid-paced	Sunday afternoon ride- Riders Choice - route determined by participants	TBD	1:00PM	Hardees, 425 55th Street, Moline	Riders Choice
Mar 27	Wed-morning	Wednesday Morning Combined ride, riders determine the distance, pace, includes breakfast stop	25+ miles	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Darlene Moritz 563-386-3499
Mar 30	Mid-paced	Saturday morning ride- Riders Choice - route determined by participants	TBD	9:00AM	HyVee- Kimberly Rd/Spring Street, Davenport	Riders Choice
Mar 31	Mid-paced	Sunday afternoon ride- Riders Choice - route determined by participants	TBD	1:00PM	Hardees, 425 55th Street, Moline	Riders Choice
Apr 03	Wed-morning	Wednesday Morning Combined ride, riders determine the distance, pace, includes breakfast stop	25+ miles	9:00AM	Hardees, 425 55th St. Moline	Darlene Moritz 563-386-3499
Apr 06	Endurance	A brevet starting from LeClaire, IA to Bellevue, IA & return. Self supported. QCBC members ride free if pre-registered	Brevet 200K	6:00AM	Comfort Inn, LeClaire, IA	Joe Jamison j-jamison@sbcglobal.net
Apr 10	Wed-morning	Wednesday Morning Combined ride, riders determine the distance, pace, includes breakfast stop	25+ miles	9:00AM	Hardees, 425 55th St. Moline	Darlene Moritz 563-386-3499

QCBC RAGBRAI charter service for lottery TAG holders

By Dixon Novy

Attention cyclists interested in joining our RAGBRAI charter service.

Our QCBC Preferred Charter Registration ended in February, but lottery TAG applicants may join our annual charter across Iowa after the RAGBRAI lottery numbers are awarded.

Our charter form will not be available until RAGBRAI sends out the lottery numbers by email. At that time, paid reservations will be accepted for those who entered the lottery for RAGBRAI XLI. Proof of registration through the Des Moines Register is required because you must hold a lottery TAG in order to accompany us on our charter.

Visit www.qcbc.com and click on the "RAGBRAI" icon in the RH column for complete details and our "Charter Registration for Lottery TAG Holders" application, when available.

For more information, contact Dixon Novy, QCBC RAGBRAI registrar, at dxnovy@mchsi.com or (563) 221-9093.

For sale

- **Shimano cycling shoes**, 48 cm. black, mint condition, worn just a few times. Retail: \$150. Price: \$50
- **Trek Tandem**, 23/21 or 58/53, purple with Shimano componetry. Has 1,500 miles on it. Retail: \$3,300. Price: \$2,000. Call Mike at (563) 676-3517

New members

Allyn, Bradley	Shellsburg, IA	day 319-721-0165 eve 319-851-7844
Beausoleil, Paul , & Amy	Bettendorf, IA	day 406-546-4664 eve 406-546-6869
Bradley, John	Moline, IL	day 563-343-0910 eve 309-796-1383
Corbin, Bob , & Marianne	Davenport, IA	563-579-0005
Cruise, Stacy	Bettendorf, IA	day 563-340-8556
Dirks, Don	Davenport, IA	day 563-508-8734
Downey, Michael	Hampton, IL	day 309-738-0249 eve 309-765-4315
Ehrlich, Lisa , & Scott	Sacramento, CA	916-575--9097
Frost, Monta , & Donna	San Antonio, TX	day 210-846-4258 eve 210-722-3637
Garman, Sarah	Sycamore, IL	day 815-508-7293
Goodwell, Ross	Bettendorf, IA	day 812-786-4435 eve 812-786-4435
Hanlin, Michael	East Moline, IL	day 309-230-7493 eve 309-496-9107
Johnson, Kent , & Carol	Geneseo, IL	309-944-8126
Kidder, Whitney , & Tayloe Gentry	Brooklyn, NY	day 347-268-1097
Kosgard, Kevin	Appleton, WI	day 920-791-0555
Lee, Gwendolyn	Davenport, IA	319-400-4425
McAllister, Annette Q	Galesburg, IL	day 309-371-6872 eve 309-341-4525
McDermott-Schulz, Meggan	Freeport, IL	day 563-543-6818
Miller, Jennifer , & Merrick	Bettendorf, IA	day 563-349-5936 eve 563-940-4417
Nederhoff, Adam	Davenport, IA	day 563-445-4243 eve 515-971-0304
Nelson, Gary , & Karen	LeClaire, IA	563-209-2266
Nowicki, Dennis , & Jan	Mesa, AZ	day 480-216-4397 eve 480-835-0117
Oliver, Ryan , & Hilary Denys	Davenport, IA	day 563-343-4464 eve 309-368-4327
OToole, Frank	Bettendorf, IA	day 262-689-9510
Petsche, Bill , & Tami	DeWitt, IA	day 563-370-5854
Rodgers, Joeseeph	Davenport, IA	757-329-0080
Rowe, Andrew	Galesburg, IL	day 309-337-2117
Slaikeu, Denise , & Darwin	Orion, IL	309-234-5860
Stolte, Lisa	Bettendorf, IA	day 563-570-2468 eve 563-570-2468
Whipple-Young, Sarah	Viola, IL	day 563-529-3819 eve 309-737-2362
Zolper, Cindy , & John	Galesburg, IL	day 309-371-2770 eve 309-342-4770

QCBC Membership Totals

Membership type	# of memberships	# of members
Comp	12	12
Couple	225	450
Family	131	423
Ind.	400	400
Life	3	5
Grand total	771	1,294

Quad Cities Bicycle Club
P.O. Box 3575
Davenport, IA 52808

Presorted Standard
US Postage Paid
Permit No. 3006
Davenport, Iowa

RETURN SERVICE
REQUESTED

QCBC— the 6th largest bicycle club in the U.S.

UPCOMING EVENTS

March 9—Icycle Bicycle Ride (Page 2)
May 4—Spring Tailwind (story next month)
June 8-9—TOMRV (Page 3)



ALL MEMBERS ARE URGED TO WEAR HELMETS WHEN CYCLING