



Let's Ride Powersports Safety Program to be held in Superior, Wisconsin in September

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For Info: Kristen Almer
kristalmer@gmail.com
<http://letsrideamerica.com/>

"Everybody's Favorite RedNek" Hubert Rowland (*Nitro Circus* cast member and key mechanic for Travis Pastrana) is hosting a Let's Ride Powersports Safety Program in Superior, Wisconsin. The **"Gear Up Wisconsin"** event includes an interactive presentation for over 1000 middle school students— and is open to the public from 3:30 PM to 6:30 PM on Thursday, September 12, 2019, at the Superior Middle School.

Hubert's mission is to inspire children and adults to wear proper safety gear and obtain proper safety certification before operating Powersports equipment.

All-Terrain Vehicles (ATVs) and Utility Task Vehicles (UTVs) are a growing trend. There is a real need for proper safety messaging and training— particularly for children. The Consumer Product Safety Commission (CPSC) reports more than **3,315 fatalities for children** under the age of 16 since 1982. In the vast majority of these cases, the child was not wearing a helmet— and had received no safety certification. The CPSC also reminds consumers that 1 in 5 of all fatal ATV accidents involve children under the age of 16.

Sgt. Jake Engelman, recreation officer with the Douglas County Sheriff's Office, says "this safety presentation can't come soon enough." There's been an increase in ATV injury crashes in Douglas County this year, with six accidents happening in just nine days from July 27 to Aug. 4.

The Powersports industry is vigilant about promoting a message of safety. However, the efforts are not always effective in reaching youth— particularly those who do not own equipment but may encounter Powersports vehicles in the future.

Hubert Rowland and his friends encourage the public to "Gear Up" and learn the boundaries of what is safe and what is not safe— then get outside, be active, and have fun!

Meet Nitro Circus' Hubert Rowland, X Games Gold Medalist Levi LaVallee, and other athletes! ATVs, UTVs, and snowmobiles will be on display. Industry professionals will provide instruction regarding appropriate equipment for children, proper helmet fit, the benefits of wearing safety gear, and how to obtain mandatory safety certification.

This event is brought to you with the help of the ATV Safety Institute (ASI), Recreational Off-Highway Vehicle Association (ROHVA), The Superior School District, Superior Police Department, Douglas County Sheriff's Department, Douglas County Parks, Recreation and Forestry Department, Wisconsin Department of Natural Resources, Wisconsin Office of the Consumer Product Safety Commission, The Superior Evening Telegram, Wienerschnitzel, Infinite Off-Road, Super ATV, System 3, LeadNav, FXR, Giant Voices, JSprint, Duluth Lawn and Sport, and Polaris.

For more information on Hubert Rowland:

INSTAGRAM: [nitrorednekhubert](#)

FACEBOOK: [NitroRedNekHuber](#)

WEBSITE: [hubertrax.com](#)

Learn more on bringing Let's Ride Powersports Safety Program to YOUR school or event by emailing us at Ridesafepowersports@gmail.com or visiting our website <http://letsrideamerica.com/>.



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