



## National Center for Safe Routes to School, LaScoota and Magneto Join Together for 2022 Bike & Roll School Day Giveaways, Promotional Partnership

CHAPEL HILL, N.C. (April 22, 2022) — The National Center for Safe Routes to School, LaScoota and Magneto are teaming up for a promotional partnership in celebration of Bike & Roll to School Day this year.

The National Center is coordinating a two-part giveaway for registered Bike & Roll to School Day events:

- 1) A *School Scooter Fleet Giveaway* will provide 30 LaScoota scooters and 30 helmets to four Title 1 funded schools in the US, and
- 2) A *Bike & Roll to School Giveaway* will provide a single Magneto skateboard and helmet package to 10 US schools to support promotion of active travel throughout the school year.

Special Bike & Roll to School Day discounts are also available for bulk orders and individual purchases of LaScoota scooters and Magneto skateboards at <https://lascoota.com/pages/bikeandrolltoschool>.

In addition to supporting Bike & Roll to School Day with a monetary donation, Moonshot Brands, parent company of LaScoota and Magneto, is committing 3% of all sales generated through these Bike & Roll to School Day promotions to be donated to *Variety - the Children's Charity of Southern California* (<https://varietyocal.org/>), a Southern California charity that helps provide adaptive mobility equipment and opportunities for children with special needs.

“LaScoota and Magneto are excited to begin this promotional partnership with the National Center to help support scooter, skateboard and helmet safety with youth around the country,” said CJ Isakow, co-founder of Moonshot Brands. “Whether on a skateboard, a scooter, or even a bike, we’re eager for more students and families to safely adventure on wheels on Bike & Roll to School Day and every day.”

“We are happy to be working with LaScoota and Magneto for Bike & Roll to School Day and are pleased to be able to support schools and communities in their efforts to teach safety skills and share the fun of active travel,” said Nancy Pullen-Seufert, Director of the National Center for Safe Routes to School, which serves as the coordinating agency for National Bike & Roll to School Day. “We’ve heard from event organizers across the country that scooters and skateboards are a valuable option for school-based safety skills trainings. No matter the wheeled mode of transportation – scooters, skateboards, bikes, adaptive bikes – we’re committed to supporting safe places for all kids to travel to school and in their neighborhoods.”



Bike & Roll to School Day, May 4, 2022, is a national event that gives communities across the country the opportunity to join together in walking, biking, scootering, skateboarding, and rolling to school on the same day. Bike & Roll to School Day is part of the movement for year-round safe routes to school. Communities use the event to encourage riding, scootering, rolling (and walking) to school as healthy ways for kids and families to make their school commute fun and active.



The National Center, LaScoota and Magneto want to help more kids be active on the trip to school with these giveaways. Schools that [register](#) their Bike & Roll to School Day event online are eligible to receive one of the 14 prizes. Four prizes will include 30 LaScoota scooters and 30 helmets each. Ten prizes will consist of individual skateboards and helmets to support promotion of active travel year-round. Event organizers of selected schools will be asked to confirm the school's preferences on awards before any delivery occurs. Drawings will be held on Wednesday, May 4<sup>th</sup>, and Wednesday, June 1<sup>st</sup>, and winners will be announced on the Safe Routes to School, LaScoota and Magneto social media pages.

See complete giveaway rules and details at [www.walkbiketoschool.org/2022BikeRollgiveaways](http://www.walkbiketoschool.org/2022BikeRollgiveaways).

Access discounts on bulk orders and individual purchases of LaScoota scooters and Magneto skateboards at <https://lascoota.com/pages/bikeandrolltoschool>.

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### **About Moonshot**

LaScoota and Magneto are about getting people outside and having fun on wheels. We engineer premium scooters and skateboards for riders young and old and load them with thoughtful, user-tested features. We love that scooters and skateboards are a healthy way to get people to exercise, balance, and focus. LaScoota and Magneto are part of the Moonshot family of brands, which is dedicated to adding value, and most importantly, a more human dimension to the world of investing. Learn more at [www.moonshotbrands.com](http://www.moonshotbrands.com).

### **About the National Center for Safe Routes to School**

Established in May 2006, the National Center for Safe Routes to School, part of the UNC Highway Safety Research Center, helps support communities in changing their culture to support safe and active travel. As the coordinating organization for Walk & Roll to School Day held every October and Bike & Roll to School Day held each May, the National Center provides technical support, coordinates online registration, develops resources, and facilitates worldwide promotion and participation. For more information, visit [www.walkbiketoschool.org](http://www.walkbiketoschool.org).

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Magneto