

Corona Girl Receives 40,000th Rad Rider Bicycle Helmet from IEHP



IEHP's 40,000th Bike Helmet – Eight-year-old Jacquelynn Espey receives 40,000th bike helmet from Inland Empire Health Plan's bicycle safety superhero Rad Rider. Watching with pride are Jacquelynn's mother, Jennifer Espey, IEHP's CEO Richard Bruno and IEHP Team Members (holding banner from l – r), David Amori, Norma DuSold, Cynthia Rasso, and Greg Kono.

SAN BERNARDINO, CA, June 17, 1999 -- Eight-year-old Jacquelynn Espey patiently waited to try on her cool, new, yellow and green Rad Rider bike helmet. Her mother, Jennifer Espey, concentrated on undoing Jacquelynn's long, thick ponytail so her shiny, new helmet would fit properly.

Jacquelynn tried hard not to fidget. But the second-grader from Parkridge Elementary School in Corona was very proud and very excited.

Proud because she earned the helmet herself by first reading Inland Empire Health Plan's "Rad Rider – Safety Cyclor" bike safety comic book, and then successfully completing a bike safety quiz.

Excited because Jacquelynn happened to be the lucky one to get the 40,000th helmet IEHP has distributed at no cost to Inland Empire children ages 5 – 14 years since June 1997 at schools, health fairs and major community festivals.

When asked how she felt when she was told she had the 40,000th helmet, Jacquelynn's smile was much bigger than her short answer, "Happy!"

“Unfortunately, IEHP can’t be happy until every child in Riverside County and San Bernardino County remembers to always wear a helmet when riding a bicycle,” CEO Richard Bruno explained to Jacquelynn during a recent reception for her at IEHP’s office.

“Not only is a catastrophic head injury an individual and family tragedy, but medical experts estimate it costs \$4.5 million to provide lifetime care for a single child with a catastrophic head injury,” noted Bruno. “We know of several children who have avoided severe injuries, because they each were wearing a Rad Rider helmet when they were involved in potentially tragic accidents. However, for every child we hear about from a thankful parent, grandparent, or teacher, we must accept the fact there will always be thousands of other children who are at risk.”

Jacquelynn’s mother, Jennifer Espey, said, “She is so proud to wear her special helmet. I never have to remind her to put it on. Only to take it off.”

In addition to her helmet, IEHP presented Jacqueline with gift certificates to Toys ‘R’ Us and Castle Amusement Park, an IEHP cap and t-shirt, and a large poster personally autographed by Rad Rider.

This made Jacquelynn happier, her smile bigger, and her Rad Rider helmet even more special to her than it was before.

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For more information, contact:

[Robert Sutton](#)
(909) 890-2016