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News Release

Monday, February 16, 2009

ROTHERFIELD PRIMARY SCHOOL CHILDREN DECORATE BIKES FOR VALENTINE'S DAY

Children at Rotherfield Primary School in Islington got ready for Valentine's Day by decorating their bicycles. The event, which took place on 13th February, was also a fun opportunity for them to brush up on road safety and improve their cycling skills. 85 children, from nursery to year 6, took part parading their beautiful machines around a special course in the playground.

Mick Newton, Deputy Head at Rotherfield Primary said, "We like to encourage the children to learn some of the more serious messages about road safety through fun creative activities like this. We're also very grateful to 'Bike It' who donated prizes for the best decorated bike in each class."

Safety was kept at the forefront of the activity as most of the children wore hi-visibility vests donated by local self storage company ABC selfstore. Priya Cinar, Store Manager for ABC who are based in York Way, Camden said, "When the school asked us in June 2008 if we could help provide the hi-visibility vests - originally for their walking bus - I never expected to be a part of this kind of creativity. We are really thrilled to see them in action for something fun and educational. The standard of decoration today was outstanding, congratulations to everyone who took part."

Rotherfield Primary is one of only three schools in London piloting the 'Bike it' Chartermark – a structured awards system to help children be safety conscious whilst developing their riding ability and maintenance skills.

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Notes to Editors

1. This Press Notice has been issued by ABC Selfstore 145-147, York Way, Camden, N7 9LG.
2. Website: www.abcselfstore.co.uk <<http://www.abcselfstore.co.uk>>
3. **Contact** Mrs Priya Cinar Tel. 020 7424 1991, Store Manager, ABC Selfstore Camden.
4. The event has been organised and arranged by Mick Newton, Deputy Head of Rotherfield Primary School Tel. 020 7226 6620
5. ABC Selfstore Camden sponsors the Rotherfield Primary School Walking Bus and cycle safety initiatives through the provision of high-visibility vests.
6. ABC Selfstore operate self storage in Camden, Southwark and Wandsworth.
7. Rotherfield Primary School is a Local Authority Maintained Community School for children aged 3 - 11.
8. The address is Rotherfield Primary School, Rotherfield Street, London, N1 3EE.
9. Tel. 020 7226 6620, Website: <http://www.rotherfieldprimaryschool.co.uk/>
10. The Head Teacher is Mrs Elaine Adams.
11. Bike It is an initiative of Sustrans, the UK's leading transport charity. Bike It aims to increase the number of young people cycling to school and on other journeys. Website: www.sustrans.org.uk/bikeit

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