

Progressive IMS Chicago & AKB Media Alert

Progressive IMS Outdoors and Nonprofit All Kids Bike to Donate Learn to Ride Curriculum to Shands Elementary School in Mesquite, Texas

Mesquite, Texas (September 20, 2021) – [Progressive IMS Outdoors](#), the nation’s largest motorcycle event that connects enthusiasts to the Powersports industry’s leading brands, today announced the event series selected [Shands Elementary School](#) in Mesquite, Texas as the recipient of the free of charge Learn-To-Ride Program, in partnership with nonprofit **All Kids Bike**.

PRESS EVENT: All Kids Bike and IMS will hold the official donation at Shands Elementary School.

- **Where:** 4836 Shands Dr, Mesquite, TX 75150
- **When:** Noon CT on Thursday, September 30
- **RSVP:** Email IMSPR@informa.com to secure a spot.

The Progressive IMS Outdoors tour is sponsoring the introduction of the All Kids Bike program in eight elementary schools across the U.S. On behalf of IMS Outdoors, selected kindergarten P.E. classes in each community along the 2021 tour will be equipped with everything needed to get their students rolling, including teacher training and certification with the All Kids Bike Learn-To-Ride Curriculum, bike fleet sizes that fit the needs of each class size, pedal conversion kits, and fully adjustable helmets, all at zero cost to the school.

The turnkey program represents the event organizers’ firm commitment to and gratitude for the local communities that host Progressive IMS Outdoors. Tracy Harris, SVP of Progressive IMS Outdoors, stated: “We could not be more excited to share our passion for two wheels and provide the kids of Shands Elementary School a life-long skill of bike riding.”

Michelle Washington, PE Teacher at Shands Elementary, remarked: “As a Title 1 school with limited funds available, our students would benefit from the Kindergarten Bike Program beyond measure. Shands Elementary school’s mission in PE is to provide a variety of opportunities to every child to continue being a lifelong mover; we encourage each other to be the healthiest version of ourselves. Every program we have been a part of has always been such a blessing to each of our students. Riding a bike is a lifelong skill that will make a lasting impact for years to come. Their smiles and joy will be priceless to be a part of on their journey through fitness. Bike safety, pedaling, speed, and even some tricks will be exactly what our students need to spark motivation and excitement. We thank Progressive IMS Outdoors and All Kids Bike for this opportunity that they have given our students. I cannot wait to share this with them all.”

Ryan McFarland, CEO of Strider and chairman of All Kids Bike, said, “It’s is our mission to get kids across America on two wheels—we are so excited to bring this opportunity to the kids of the Shands Elementary School in partnership with IMS. There is nothing like the smile on a kid’s face when they master the art of balance for the first time, we look forward to delivering the Striders and making their 2021-2022 school year that much more memorable.”

Progressive IMS Outdoors is coming to the Texas Motor Speedway October 1-3; learn more information about the event and [purchase your tickets here](#).

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About Progressive IMS Outdoors (motorcycleshows.com)

Progressive IMS Outdoors is an evolution of the Progressive® International Motorcycle Shows® tour's nearly 40-year stint that not only transitions IMS from the traditional convention center setup to a new open outdoor experience but will also create a festival-like atmosphere that promotes enthusiasts of all ages and levels to come together to better engage with products, each other, and the industry. While continuing its presence as the nation's largest consumer motorcycle tour, Progressive IMS Outdoors will support the growth of the Powersports community by offering a unique experience the industry has yet to see. The tour spans nine cities across the U.S. IMS Outdoors is organized by Informa Markets, a division within Informa PLC, a leading B2B information services group and the world's largest B2B Events organizer. To learn more and for the latest news and information, visit www.informa.com.

About Strider Sports International, Inc.

Strider creates and inspires future generations of riders by giving children as young as six months old the best first-bike experience. Strider Bikes revolutionized the bike's design to develop a child's balance first and pairs each balance bike with a proven learn-to-ride process. From bottle to throttle children across the globe are starting on a Strider Bike and becoming two-wheeling virtuosos – before they're out of diapers. Founded in 2007, in Rapid City, South Dakota, Strider has sold more than 3 million bikes and is distributed in more than 75 countries.

About Strider® Education Foundation and All Kids Bike

All Kids Bike is a national movement led by the Strider Education Foundation to place Kindergarten PE Learn-To-Ride Programs into public schools for free, using donations from individuals, businesses, and organizations. The Strider Education Foundation, a 501(c)(3) organization, was formed in 2017. Through the development of a proven Learn-To-Ride curriculum and donations of the world's most advanced training bikes, the nonprofit organization makes riding available, safe, easy, and fun for everyone.