

## **The Progressive IMS Outdoors Tour Partners with Strider and Non-profit All Kids Bike to get Kids Across America on Two Wheels**

- *The reimagined 2021 event-series welcomes The Kids Zone with Strider to Discover The Ride.*
- *The Progressive IMS Outdoors Tour partners with All Kids Bike to introduce a fleet of bikes and an educational PE curriculum to nine elementary schools across the U.S.*

Santa Monica, Calif. (May 26, 2021) – The nation’s leading consumer motorcycle tour, [Progressive IMS Outdoors](#), today announced two new partnerships with [Strider](#) and non-profit organization [All Kids Bike](#) to lead a two-part initiative designed to excite young kids about the thrill of two wheels by engaging children at an early age and teaching the younger generation how to ride.

**The Kids Zone with Strider**, the latest addition to Discover The Ride, will elevate the industry-leading new rider program by introducing two experiential courses geared toward all riders ages two through 15 at each stop along the 2021 tour. Furthermore, to complement the onsite attraction and extend support to the local community, the organizers of the Progressive IMS Outdoors tour join the All Kids Bike movement dedicated to teaching all children in America how to ride in kindergarten PE classes.

Collectively, the two initiatives spotlight the Progressive IMS Outdoors tour’s dedication to nurturing young riders and building the next generation of Powersports enthusiasts, while also providing more young kids the opportunity to learn balance, develop essential riding skills, build confidence, and foster a love for two wheels.

“Discover The Ride is the industry’s most notable program breaking down barriers to entry for those interested in learning how to safely and comfortably ride two wheels — we are honored to join the program via The Kids Zone and extend this learning opportunity to more people,” said Ryan McFarland, CEO and founder of Strider. “Imparting excitement for outdoor-based activities to the younger generation is central to who we are at Strider. We look forward to putting smiles on kids’ faces at IMS Outdoors; whether they’re experienced on two wheels or are learning the art of balance, we have a course for everyone.”

McFarland, who also serves on the board for All Kids Bike, continued: “we’re also excited to be partnering with the Progressive IMS Outdoors tour to bring the kindergarten PE Learn-To-Ride program to more schools across the U.S., giving more kids the opportunity to learn this milestone skill. This level of community support is instrumental in shaping how kids perceive and engage with two wheels for the rest of their lives.”

### **All Kids Bike Teams up with IMS Outdoors**

The Progressive IMS Outdoors tour is sponsoring the introduction of the All Kids Bike program in nine elementary schools across the U.S. On behalf of IMS Outdoors, selected kindergarten PE 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 IMS Outdoors. Tracy Harris, SVP of IMS Outdoors, stated: “We are grateful and excited to partner with All Kids Bike to share our passion for two wheels and instill a life-long skill in the younger generation. All Kids Bike initiated a nationwide movement, and it’s an honor to join the ranks.”

To further connect the community, IMS Outdoors is working with a dealer in each market across the 2021 Progressive IMS Outdoors tour to help celebrate the selected school and deliver the bikes. More details will be shared soon.

### **The Kids Zone with Strider**

Entering its third tour, Discover The Ride has evolved into the Powersports industry's foremost program easing non-licensed consumers onto two-wheels through the New Rider Course, online education via New To 2, and Next Steps that promotes continued training.

Brand-new to Discover The Ride this year are two interactive closed courses designed exclusively for kids of varying skill levels and comfort with two wheels.

- The **Strider Adventure Zone** provides little ones from two to seven years old a safe environment to explore mobility on two wheels on a Strider No-Pedal Balance Bike. The arena will allow kids to experience the challenge and thrill of navigating a unique course with assorted obstacles, while simultaneously developing their balance and bike-handling skills.
- For children that are approximately eight to 15 years old, the **Strider Balance Zone** affords kids the opportunity to master their balance and coordination on a Strider 16 Balance Bike on a course that fully tests their skills of balance and expertise on bike, challenging participants to remain upright.

For the full 2021 tour schedule and to purchase tickets, please visit [www.motorcycleshows.com/schedule](http://www.motorcycleshows.com/schedule).

### **Connect with IMS (#RidersUnite and #IMSOutdoors):**

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### **About Progressive IMS Outdoors ([motorcycleshows.com](http://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. Coming summer 2021, the tour will span 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 largest B2B Events organizer in the world. To learn more and for the latest news and information, visit [www.informa.com](http://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.