



Strider Bikes Announces the “Double Down Charity Program”

New program increases youth ridership and feeds two charities simultaneously via youth balance bikes

Rapid City, SD - Strider Bikes, the leading manufacturer of balance bikes for children with over 2 million sold worldwide, launches a new direct-sale custom Strider program designed to further increase youth ridership and charitable donations. The Double-Down Charity Program (DDCP) will support partner-designated 501(c)(3) charities and the [Strider Education Foundation's All Kids Bike](#), a national movement to install Kindergarten PE Learn-To-Ride Programs into public schools. This all while delivering unique balance bikes designed by the Strider partner company or brand.

The [Double-Down Charity Program](#) enables a company or brand to design a custom graphics package including a competition style number plate and a complete sticker kit. Then, for each customized bike sold, the partner's designated 501(c)(3) charity receives \$20 and All Kids Bike receives \$20.

As sales climb over 200 units, the partners designated charity will receive \$4,000, and one school (of the partner's choosing) is donated a Kindergarten PE “Learn-To-Ride” program care of All Kids Bike consisting of 22 Strider 14x balance bikes, training and certification for the PE teacher, helmets, pedal conversion kits, approved curriculum, and five years of technical support. Through the Kindergarten PE Program, children enjoy the mental and physical benefits of riding a bike, including the fun, freedom and mobility it provides. Donations are delivered via Strider Bikes in the name of the sponsoring partner. Partners will have the opportunity to present the donation and be on site to see their All Kids Bike donation in action, further increasing the public relations opportunity for the partner.

The DDCP is designed to increase ridership at every level and to empower those who share in the vision of more kids on bikes; learning balance, gaining health benefits and ditching screens. “We are very excited about the DDCP and what it means for increasing youth ridership,” says Strider Bikes founder and Chief Enthusiast Ryan McFarland. “We wanted to create wins at every level, and this program empowers our fans, like-minded companies, and brands to use their influence to help create more mobile, happy and healthy kids across the US.”

The Double Down Charity Program is directed by Robert Pandya, a 25-year motorcycle industry veteran known for working on new ridership initiatives, increasing female ridership and his general enthusiasm for motorcycling. “I could not be more excited to work with Strider and share the mission of [All Kids Bike](#), as well as work with individuals and companies who see how positive and powerful it is for children to learn how to ride,” says Pandya. “I know through personal experience that getting out on two wheels, powered or not, is one of the most freeing and inspiring ways to move through life. Combining that inspiration with the opportunity to elevate charities and accelerate the All Kids Bike mission is truly energizing for the whole industry.”

Pandya will manage the DDCP, working directly with partners to assist with graphic design and communications and act as a liaison with Strider Bikes. Each unit will be sold directly via a custom-built website page at www.Striderbikes.com, meaning the partner has nothing to inventory and no responsibility for fulfillment. Pandya will work with the partners to increase program exposure to their audience through social media and PR, and high visibility events integrating with the partner's marketing teams.





“We have developed a program for large companies, celebrities, and charity organizations,” continues Pandya. “With the goal of having an entire generation of children exposed to riding on two wheels, we know that there are many out there who will immediately understand the quadruple win of kids getting a custom Strider bike, two charities benefitting, and the partner being associated throughout the whole program.”

To kick off the program, on April 27th [Arlen Ness Enterprises](#) announced the debut of their [Double Down Charity Strider](#) that will benefit the [Grand Multiple Myeloma Translational Initiative](#) at the University of California San Francisco and All Kids Bike donations toward the schools of [Moorhead, MN](#).

Arlen Ness, the patriarch of the family custom motorcycle business, which includes his Daughter Sherri, son Cory, and grandson Zach, passed away on March 22, 2019 after a battle with Multiple Myeloma. “I know that Dad would have been really happy with this program,” says Cory Ness. “The Grand MMTI helped him manage his cancer and deserves our thanks. The chance to teach every kid in Dad’s home town about the fun and friendship that comes from being on two wheels is a perfect tribute to a man who simply loved to ride.” The Arlen Ness Edition Double Down Charity Striders can be ordered for direct shipping care of <https://striderbikes.com/buy/charity/arlen-ness-double-down-charity-bike/>.

For further information connect with Robert Pandya at Robert@StriderBikes.com, or log on to <https://striderbikes.com/double-down-charity-bikes/>

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. From rocking-horse bikes for babies, to patented balance bikes and pedal conversion kits Strider has revolutionized the learn-to-ride process and the childhood riding experience. Children across the globe are starting on Strider Bikes and becoming two-wheeling virtuosos – before they’re out of diapers.

Founded in 2007, in Rapid City, South Dakota, Strider has sold more than 2 million bikes and distributes products in over 75 countries.

Visit www.StriderBikes.com, [Facebook](#), [YouTube](#), or [Instagram](#).

ABOUT ALL KIDS BIKE

[All Kids Bike](#) is a nationwide movement to teach every child in America how to ride a two-wheel bicycle in kindergarten PE Class. The campaign is led by the Strider Education Foundation, a 501(c)(3) nonprofit which facilitates donations of their Kindergarten PE Program to elementary schools throughout the country. The programs are funded by a coalition of parents, educators, health care providers, businesses, nonprofits and members of the general public.

