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Who We Are
Mission
At Strider, we love riding bikes, and we love inspiring kids to ride. Our mission is to build lightweight, efficient, all-terrain bikes that develop two-wheeled balance, coordination, and confidence in children.

At A Glance
• Founded in 2007
• Strider Sports International, Inc.
• Headquartered in Rapid City, SD
• 32 employees
• #1 brand balance bike
• Over 1 million bikes sold

Social Statistics
• 47,000+ email contacts
• @StriderBikes
  • 40,000+ Facebook likes
  • 4,000+ Twitter followers
  • 16,000+ Instagram followers
• Avg monthly unique views: 42,000+
• #StrideOn

Distribution Channels
• Bicycle Stores
• Motorcycle Shops
• Sporting Goods Retailers
• Premium Mass Retailers
• Toy Stores
• Online Retailers
• StriderBikes.com online store

U.S. Distribution Centers
• Headquarters: Rapid City, SD
• Distribution: Torrance, CA
• Distribution: Atlanta, GA

Worldwide Distributors
• 40 Distributors serving over 75 countries on 6 continents
• 2,500 independent retailers serving the United States

Contact
2221 N. Plaza Drive
Rapid City, SD 57702, U.S.A
605-342-0266

Our Story
My name is Ryan McFarland, and I love riding dirt bikes and mountain bikes. When I became a dad and my son Bode turned 2 years old, I couldn’t contain my enthusiasm any longer. I wanted to get Bode riding, but no bike or toy seemed to work—they were too heavy and complex! So, I started cutting, grinding, and unbolting every piece of non-essential weight I could find. Bode hopped on the lightweight, pedal-less bike and started walking without giving it a second thought. Soon he was “experimenting” with holding his feet up between steps… trying to coast ever so slightly. I let him play and learn at his own pace, and before long, he was balancing and gliding at will, riding down hills, over the grass, and through puddles. People who saw Bode riding were amazed and wanted a “STRIDER” for their child… and the company was born!

Read the full Strider Story by clicking here!

Founder and Chief Enthusiast
Ryan McFarland

Products
Strider offers three balance bike sizes: 12” for ages 18 months to 5 years, 16” for ages 6 to 12, and 20” for ages 13 and up.

Events
We sponsor fun, family-friendly events and Strider Cup races all over the world to entertain toddlers and give them opportunities to be part of a growing community of cycling enthusiasts.

Check out our events page by clicking here!

Education
To assist with teaching people of all ages and abilities how to ride and balance on two wheels, we created a turn-key curriculum being used by organizations throughout the world.

Learn more about Strider Education by clicking here!

Rider Fund
Every month, we commit one percent of gross revenue from all sales worldwide to this fund. To date we have donated over $850,000 in cash and Strider Bikes. At Strider, we give generously, and we love doing it!

Learn more!

www.StriderBikes.com
Ryan McFarland’s Story

My name is Ryan McFarland, and I love riding dirt bikes and mountain bikes. When I was a boy, my dad owned a motorcycle shop and raced dirt bikes. Riding and racing have been in my blood ever since. When I became a dad and my son turned 2 years old, I couldn’t contain my enthusiasm any longer. I wanted to get him riding! I bought him the traditional little tricycle and the cute little 12” pedal bike with training wheels, each one decked out in racing stripes and decals. My enthusiasm quickly turned to frustration as I watched my eager son of just 20 pounds struggle with the weight and complexity of these so-called “children’s bikes.” The daddy in me wanted to help him succeed; the racer in me wanted to build him a better bike.

So, I started cutting, grinding, and unbolting every piece of non-essential weight I could find. When I got to the drive train (pedals, cranks, bearing, chain, sprockets), I realized this was the majority of the weight and complexity. I paused for quite some time at this point as I pondered how to lighten the drive train. Could I drill holes in it? Could I cut away parts of it? Until finally… could I simply remove it completely? Hmmm… now a new dilemma, a mental dilemma... if it didn’t have pedals, would it still be considered riding a bike? What defines riding? Again, the racer in me urged simplify, simplify, simplify. After all, downhill mountain bikers don’t pedal, road racers descending a highway don’t pedal, and motorcyclists don’t pedal. They all are riding, so what do they all have in common? The ability to balance on two wheels and lean through turns regardless of what put them in motion. Pedaling is just one of many means of propulsion. Separating propulsion from the riding equation solved my dilemma. What can a kid already do naturally and instinctually? Walk! Perfect! I removed the entire drive train which dramatically lightened and simplified the bike. It also allowed me to cut the frame down further to lower the center of gravity and increase the stability. Now my little boy with his 12” inseam could sit on the bike with both feet solidly on the ground.

My son hopped on the bike and started walking without giving it a second thought. 100% of his focus was now on keeping the bike upright and centered under him as he walked. In short order, I could see him “experimenting” with holding his feet up between steps... trying to coast ever so slightly. At first, quite wobbly and only going inches before dabbing his feet back to the ground. But, he wasn’t FALLING, and he wasn’t SCARED, because his feet were on the ground. He was actually self-motivated to keep trying to glide further and further each time... with repeated “Watch me! Watch me!” as he beamed with pride. I simply let him play and learn at his own pace, and soon he was balancing and gliding at will, riding down hills, over the grass, and through puddles.
Ryan’s Story Continued...

Fast forward a year... time for a pedal bike (3 years old). Lesson learned... buy a bike that is lightweight and simple... and no training wheels. This time, riding was the part that was natural and instinctual for him. The only new element was a change in the means of propulsion. So, confident in his own ability to balance, lean, and steer a bike, he could focus 100% of his attention on converting his ‘striding’ motion to a ‘pedaling’ motion. Easy! He was off, safely and proficiently riding in minutes.

Fast forward another six months... time for a dirt bike (3 ½ years old). Again, find the lightest, simplest dirt bike possible... OSET 12” electric trials bike... no training wheels. Again, riding was the part that was natural and instinctual for him. The only new element was a change in the means of propulsion. So, confident in his own ability to balance, lean, and steer a bike, he could focus 100% of his attention on twisting the throttle and pulling the brake. Easy! Literally within minutes he was riding around the field.

The essence of riding is balancing on two wheels and leaning through turns. Propulsion can come in many forms, the simplest of which is “striding.”

About Ryan McFarland
Ryan McFarland is an entrepreneur with a passion for mountain biking and motor sports. Ryan grew up with a grandfather who was a race car engineer and a father who owned a motorcycle dealership. This early exposure to cars, motorcycles, and racing influenced Ryan to ride dirt bikes and mountain bikes, as well as race go-karts and stock cars. His mechanical inclination and his competitive spirit led him to invent the U.S. Patented Thudbuster suspension seatpost for bicycles and a U.S. Patented suspension system for wheelchairs.

His passion for spending time with his family, riding on two wheels, and teaching other children how to ride using the Strider Bike was the genesis for what is now known as Strider Sports International, Inc., formed January 9, 2007, in Rapid City, South Dakota, of which Ryan McFarland is still the Founder, President, CEO, and Chief Enthusiast.
Product Line
Strider® Balance Bikes are the industry leader when it comes to helping children as young as 18 months learn to ride on two wheels. The lightweight, pedal-less, all-terrain design allows children to straddle the bike with both feet on the ground and easily propel the bike by walking or running. This natural method puts the focus on the fundamentals of balancing, leaning, and steering without the distractions and complications of pedals or training wheels.

12 Sport Feature-Rich, Top-Selling Model

- Ages 18 Months to 5 Years
- Super Lightweight: 3.0 kg (6.7 lbs)
- Unique, Frame-Integrated Footrests
- 2 Interchangeable Seatposts
- Fully Adjustable—Easy-Adjust Clamps
- Lowest Seat Height
- Zero-Maintenance, Foam Rubber Tires
- Ergonomically-Shaped Padded Seat
- Handlebar Pad
- Durable, U.S. Patented Steel Frame

MSRP $119.99

www.StriderBikes.com
12 Classic  Skill-Building, Entry-Level Model

- Ages 18 Months to 3 Years (Up to 5 Years with Optional Seatpost)
- Super Lightweight: 2.9 kg (6.5 lbs)
- Unique, Frame-Integrated Footrests
- Fully Adjustable
- Lowest Seat Height
- Zero-Maintenance, Foam Rubber Tires
- Ergonomically-Shaped Plastic Seat
- Durable, U.S. Patented Steel Frame

12 Pro  All-Aluminum, Premium Model

- Ages 18 Months to 5 Years
- World’s Lightest STRIDER: 2.5 kg (5.6 lbs)
- Unique, Frame-Integrated Footrests
- 2 Interchangeable Seatposts
- Fully Adjustable—Easy-Adjust Clamps
- Lowest Seat Height
- Zero-Maintenance, Foam Rubber Tires
- Ergonomically-Shaped Padded Seat
- Handlebar Pad
- Racing Number Plate with Pro Graphics

12 Custom  Officially-Licensed, Sport Model

- Ages 18 Months to 5 Years
- Super Lightweight: 3.0 kg (6.7 lbs)
- Unique, Frame-Integrated Footrests
- 2 Interchangeable Seatposts
- Fully Adjustable—Easy-Adjust Clamps
- Lowest Seat Height
- Zero-Maintenance, Foam Rubber Tires
- Ergonomically-Shaped Padded Seat
- Handlebar Pad
- Durable, U.S. Patented Steel Frame

MSRP $89.99

MSRP $169.99

MSRP $139.99
**Parts & Accessories**

- Ultralight Wheel
  - PWHEEL-12-UL-XX
  - MSRP $16.99

- Rocking Base
  - PROCKBASE-12-BK
  - MSRP $79.99

- Mini-Grips
  - PGRIP-12-127L-XX
  - MSRP $8.99

- Heavy-Duty Wheel Set
  - PWHEEL-12-AIR-SET
  - MSRP $59.99

- Snow Skis
  - PSKISET-12-BK
  - MSRP $34.99

- Number Plate
  - PPLATE-12
  - MSRP $9.99

- Full and Half Finger Gloves
  - AGLOVE-XX-XX
  - MSRP $19.99

- Racing Jersey
  - AJERSEY-XXYY
  - MSRP $24.99

- Elbow & Knee Pads
  - APADSET-SM
  - MSRP $19.99

See our full line of parts and accessories online StriderBikes.com
The STRIDER® 16 Sport and 20 Sport models allow children (ages 6+), teens, and adults with balance and coordination challenges or special needs to learn to ride and balance in a simple, safe, and natural way. For more experienced riders, these models offer a lightweight and fun alternative to bikes with pedals and a safer way to hone advanced riding skills. These highly adjustable, all-terrain bikes adapt to nearly every rider size and ability, helping the rider feel comfortable and confident. High quality components provide maximum safety, performance, and durability.

**16 Sport**

- Simple & Lightweight: 8.0 kg (17.7 lbs)
- Fits Inseams of 52.1—67.3 cm (20.5—26.5 in)
- 4-Way Adjustable Padded Seat
- Easy Seat-Height Adjustment
- Adjustable Handlebar
- Reliable V-Brakes on Front and Rear Wheels
- Premium, Steel Steering Bearings
- Removable Footrests
- 16” x 1.75” Air-Filled, All-Surface Tires

MSRP $199.99

**20 Sport**

- Simple & Lightweight: 9.6 kg (21.2 lbs)
- Fits Inseams of 69.9—84.6 cm (27.5—33.3 in)
- 4-Way Adjustable Padded Seat
- Easy Seat-Height Adjustment
- Adjustable Handlebar
- Reliable V-Brakes on Front and Rear Wheels
- Premium, Steel Steering Bearings
- Removable Footrests
- 20” x 1.75” Air-Filled, All-Surface Tires

MSRP $219.99

www.StriderBikes.com
Programs and Events
**Strider Adventure Zone**

Strider Adventure Zones are safe and friendly environments that encourage kids of all abilities from 18 months to 5 years old to test ride a Strider and play with other kids, while improving and developing fundamental bike handling skills.

**Strider Racing**

Strider regional races are race and play experiences created at the grassroots level and are designed to let toddlers and young kids 18 months to 5 years old explore the world on two wheels and participate in some friendly, competitive riding.

**Strider Cup Race Series**

These races give riders a chance to put their Strider Balance Bike skills to the test at several stops across the US and worldwide. The unique Strider Cup race series caters directly to children 2-5 years old who want to experience the thrill of racing. Children of all sizes and skill levels are welcome to participate.

**Strider Cup World Championship**

The Strider Cup World Championship is an annual racing event that brings together Strider riders and their families from all over the globe for the pinnacle Strider racing event. Whether your toddler is an experienced Strider Championship racer or just starting out, the Strider World Championship weekend is an international celebration that includes a variety of family-oriented events and outings, all at a beautiful vacation-friendly locale.
Strider Cup Races

These family-friendly races give small children a chance to put their Strider Balance Bike skills to the test at several stops across the country. The unique Strider Cup races cater directly to children between 2 and 5 years old who want to show off their riding skills and compete in a friendly atmosphere against other Strider riders from the region. Children of all sizes and skill levels are welcome to participate. Strider Bikes are developed for both learning the ropes of riding and honing advanced skills in racing.

At each event, there will be races for 2-, 3-, 4-, and 5-year olds, as well as races and demo opportunities for athletes of all ages with special needs on 12”, 16”, and 20” Strider Bikes.

A typical Strider race scene has young parents and grandparents holding their breath as bright yellow cowbells are rung and the starting gate drops. Toddlers, some still in diapers, lean forward, grasp their mini grips, kick their short legs, and embark on a 600-foot plus journey over obstacles from dirt mounds to wooden ramps. All young racers are treated to an Olympic-style podium award ceremony immediately following their race, where trophies taller than some riders are given to top finishers. All participants receive medals and pose for the crowd of proud parents and spectators.

Participating in any of these races will automatically qualify the rider for the Strider Cup World Championship. This series-ending race will be held July 21-22 in Salt Lake City, Utah, at Gallivan Center.

You’ll find Strider Cup races in the following cities in 2017:

Saturday, May 6: Fort Worth, TX, at Sundance Square
Saturday, May 27: Pittsburgh, PA, at Southside Works
Saturday, June 10: Lincoln, NE, at Tower Square

www.StriderBikes.com
STEM Curriculum

At Strider®, we love riding bikes, and we love inspiring kids to ride. Our mission is to build lightweight, efficient, all-terrain bikes that develop two-wheeled balance, coordination, and confidence in children.

As a company that thrives on starting children on a path to success as early as possible, Strider believes it is essential to introduce children to STEM (Science, Technology, Engineering and Math) along with physical play at a very young age. This program was designed to help form healthy habits in children 3-5 years old.

Several studies on STEM education have shown that children who experience STEM early through hands-on learning are best equipped to develop a strong understanding of STEM concepts as they continue their education and enter the workforce.

The goal of this program is to have your students, our future, excited about learning and living a healthy active lifestyle. The Strider STEM Curriculum will help children learn the importance of tools and mechanical engineering by putting together pretend peanut butter and jelly sandwiches and assembling parts of the Strider Bike. They will learn about shock-absorbing technology, friction, estimating, and will experience an exciting introduction to acceleration.

The Strider STEM Curriculum provides interactive worksheets and even includes a bonus STEAM Lesson, incorporating Art into the traditional STEM Lessons. In addition, every Strider STEM lesson comes with a “Fancy Word Alert” for a fun way to learn new vocabulary and “Get Active” exercises to incorporate the Strider Bikes into social play and encourage outdoor adventure!

Kit Includes:
- 5 Strider Bikes
- 5 Strider Helmets
- STEM Curriculum

www.StriderBikes.com
Supporting the Special Needs Community

Strider believes every person should have the chance to ride a bike, and therefore has made a commitment to improve the physical and emotional health of individuals with special needs, such as Down syndrome, autism, and cerebral palsy.

Through the Rider Fund, we commit one percent of gross revenue every month from all sales worldwide to support local, national, and international charities addressing these challenges. The Strider Cup races will also feature free special needs race classes, with athletes competing from local Special Olympics Chapters on bikes donated through the Rider Fund.

With most new racers not having experience on a two-wheeled bike, Strider has a special, weekly training plan for the individuals to be ready—and excited—for the starting line. Riders will practice starting gates, riding side-by-side, ramps, passing, and other obstacles typical in a racing environment.
The Strider Camp® Curriculum is built around 5 sessions of learning, fun, and instruction that will ensure continued growth through practice and skill building. These sessions can be structured to fit your group, your availability, and your needs.

- Jumpstarts a child’s growth and development!
- Excellent way to keep kids active and healthy!
- Develops glittering confidence in five short lessons!
- For community organizations, or a great source of revenue or fundraising!
- It’s never too early—or too late—to learn to ride!
Nature Trail Case Study

Summary:
The “Plan” was to re-purpose an un-used piece of local park property and put in a fun riding trail to serve a population not typically served by many park systems - kids 2-5 years of age. We specifically wanted to create the trail without using heavy equipment (skid loaders, etc.). This minimized the investment of time, money, environmental studies, etc. It also eliminated the specialized labor requirements of a licensed equipment operator, permits. We created the trail with nothing more than rakes, shovels, and weed whackers. We also wanted the trail to be a narrow, winding “single-track” through natural terrain and vegetation, allowing young kids to have an intimate adventure/experience with nature.

We invested about 20 man-hours on the trail itself, and another 10 hours on the sign and the park bench instals. In total, we had about 30 hours and less than $1,000 invested in this new city park feature that received prime-time news coverage on two TV stations. When you consider the return on investment for a trail that will serve our community for years to come, this was a HUGE success.

Timeline:
- Fall 2013 – Strider Sports Intl., Inc. (SSI) presented plan to Rapid City’s Park and Recreation department (P&R).
- Winter 2013/2014 – P&R worked with administration, committees, and legal for final approvals.
- Spring 2014 – SSI created trail and purchased bench. P&R purchased sign and installed bench and sign.
- Summer 2014 – Grand Opening, complete with riders, P&R representatives and media.
Video and Photo Assets

The following Videos are available for download and embedment:

The Strider Story

2015 World Championship

Special Needs

Social Media:  
facebook  
linkedin  
instagram  
twitter  

@striderbikes  
#StrideOn!

High-resolution photos are also available for download from Flickr:  
https://www.flickr.com/photos/striderbikes/albums

www.StriderBikes.com
FOR IMMEDIATE RELEASE
Media Contact:
Kyla Wright
605.342.0266
media@StriderBikes.com

Strider Bikes Announces New Program to Teach Balance and Riding Skills
Strider Camp Curriculum and Kit Praised by Educators

Rapid City, SD (March 20, 2014) — Strider Sports International, the world’s leading manufacturer and marketer of children’s no-pedal balance bikes, has created a new “How to Balance and Ride” Train the Trainer Curriculum known as STRIDER Camp®. This turnkey kit and lesson plan, complete with five sessions of hands-on learning, fun, and instruction, makes it easy for Strider Dealers, Educators, Park and Recreation programmers or any parent to teach balance and riding skills to groups of toddlers or young children of all abilities.

Strider Camp is a Train the Trainer Program with the goal of teaching balance and the ability to stride. The Strider Camp Kit includes a detailed five session lesson plan, as well as the materials needed to conduct the camp for kids 2-12 years of age. After reading the materials, instructors will have all the knowledge needed to host/teach a camp. Upon completion of the course, youngsters will have the tools and skills necessary to perfect bike handling and the balance needed to ride a bike. Strider riders quickly gain confidence and have fun while improving coordination and motor skills. And best of all, the kit includes the ability to order bikes at discounted prices, so that Strider Camps can be used as fundraisers for non-profit organizations.

According to Kim Burke, PT, MPT at Children’s Care Hospital and School in Rapid City, SD, “Striders rock!!! Our (Strider) camp at Children’s Care opened the door to riding for every child who participated in the bike camp. All the families have given me feedback that their children love to ride their Striders! What a great tool to utilize to increase balance, strength, and motor coordination for children.”

Contact Dona Ochsner at Strider Bikes for more details on this educational program or to order your Strider Camp Kit.

Strider Balance Bikes are industry-leading training bikes that help children as young as 18 months learn to ride on two wheels. Strider balance bikes focus on the fundamentals of balancing, leaning, and steering without the distractions and complications of pedals or training wheels.

The Strider’s simple, no-pedal design builds confidence and eliminates fear by allowing kids to have their feet on the ground and progress at their own pace. This unique design teaches young children balance on two wheels right from the start, avoiding developmental delays typical with tricycles and training-wheel bikes.
For toddlers, children, adults, and people of all abilities, a Strider Balance Bike is the perfect tool for learning and perfecting balance and bike handling skills that are key to enjoying a life full of fun, healthy, outdoor activities.

About Strider Sports International, Inc.
Strider Sports International, Inc. designs efficient, no-pedal balance bikes that encourage toddlers to ride, learn, and explore the world on two wheels. Founded by Ryan McFarland in January 2007, Strider Sports is a company full of passionate riders of dirt, mountain, street, and road bikes. The goal of Strider Sports is to simplify a bike to its essence, so that proper size, lightweight and simplicity combine to eliminate any fear of riding and instill confidence in young new riders. The patented Strider No-Pedal Bike is now distributed worldwide in over 70 countries. To learn more and to find a retailer in your area, visit http://www.StriderBikes.com.

About Strider No-Pedal Bikes
We Create Riders! Strider No-Pedal Balance Bikes were developed specifically to help toddlers and young children learn balance and coordination BEFORE pedaling. The simple, no-pedal design allows toddlers to learn to ride on two wheels, avoiding tricycle tip-overs and training wheel wobbles, and instilling considerable confidence and stellar bike handling skills sure to last a lifetime. Strider No-Pedal Balance Bikes encourage the development of spatial awareness, balance and basic motor skills so that all children can reach their maximum riding potential faster, better and safer. Available at http://www.StriderBikes.com.
FOR IMMEDIATE RELEASE
Media Contact: Kyla Wright
605.342-0266
kyla@StriderBikes.com

Strider Celebrates Millionth Bike Sold with Golden Ticket Winner
Winner of the Millionth Strider® Bike
to Attend Strider World Championship Race August 28-29, 2015.

Rapid City, SD (February 26, 2015) - Strider Sports Intl., Inc., the world’s premier manufacturer and marketer of children’s no-pedal balance bikes, announced today the sale of its one millionth STRIDER Bike. To celebrate the milestone, the company inserted a Golden Ticket into the STRIDER Pro bike shipped to 11-month-old Lyra Spencer and her father Jaxum and family of Coos Bay, Oregon.

The Golden Ticket gives the Spencer family a $1,000 travel voucher, a free three-night hotel stay, and a free race registration for the pinnacle Strider Racing event, the Strider World Championship Race, to be held in Rapid City, SD August 28-29, 2015.

“We purchased this bike for our daughter’s first birthday,” said Jaxum. “She has fearlessly survived a life-threatening illness and we want to share with her all of the beautiful things that life has to offer. We know that in no time she will be able to ride at our summer family reunion, and we thank you, Strider, for giving us great new memories.”

“One million bikes! What a long way we’ve come since I built that first bike in my garage for my son, nearly 10 years ago, said Ryan McFarland, CEO of Strider Sports International. “I have a terrific staff, passionate about getting kids outside and riding bikes, and we’ve got a great network of enthusiastic distributors, dealers, and parents who’ve helped us reach this milestone. I can’t think of a more fitting recipient for this special bike than little Lyra.”

About Strider Sports International
Founded in 2007 in Rapid City, South Dakota, Strider Sports International designs efficient, no-pedal balance bikes for all ages and all abilities. The goal of Strider Sports is to simplify a bike to its essence, so that proper size, weight, and simplicity combine to eliminate any fear of riding and instill confidence in new riders. Strider® No-Pedal Bikes are distributed worldwide, and riding events and competitions culminating in the Strider Cup World Championship weekend, are held annually.

About the Strider World Championship Race
The Strider World Championship is an annual racing event that brings together Strider riders and their families from all over the globe for the pinnacle STRIDER racing event. Whether your toddler is an experienced Strider Championship racer or just starting out, the Strider World Championship weekend is an international celebration that includes a variety of family orientated events and outings, all at a beautiful vacation friendly locale. This year’s race will be held in Rapid City, SD August 28-29.
FOR IMMEDIATE RELEASE


Rapid City, SD (November 17, 2015) — Findings released last week show that Autism Spectrum Disorder (ASD) affects one out of every 45 children in the United States. Many people with ASD never learn to ride a two-wheeled bike because of challenges with balance and coordination. New research by Dr. Andrew Shim, Chair of Briar Cliff University’s Kinesiology and Human Performance Department, confirms that children with ASD show a significant improvement in Limit of Stability (LoS) outcomes after riding a Strider No-Pedal Balance Bike for five weeks.

“Stability scores in all body planes were significantly improved during the five-week duration,” said Shim, who conducted the research at the Pier Center for Autism in Sioux City, Iowa. “Starting on a Strider Bike can assist children with special needs in transitioning to a regular, two-wheeled bicycle without the anxiety of falling or using training wheels.”

The five-week study involved eight children with ASD between the ages of six and 10 who had no prior bike-riding experience. They met three days per week for one hour, and on average, they rode for about 15 minutes each time, based on their tolerances.

A MANOVA, a multivariate analysis of variance, was used to determine significant changes, if any, during the five-week period. Variables such as static balance with their eyes open, unstable surface with their eyes open, and stability in four body planes (front, back, left, right) were measured consistently during the five weeks. Scores were recorded on a computerized balance plate which determined Center of Pressure (CoP) scores and Limit of Stability (LoS) scores.

Many parents like Amber Zorak of Cheswick, PA, also see behavioral and social benefits of kids riding Strider Bikes. Her 11-year-old son Dante Hoffman has ASD and competed in the Strider Championship Series Special Needs Race in Pittsburgh this year. “Dante is always smiling and laughing when he rides his Strider! His behavioral therapist incorporates it into his therapy twice a week. Riding makes him feel like he fits in and helps him bond with his 6-year-old brother who rides a pedal bike.”

Continued on next page...
Amy Heuston, a special education teacher at Central High School in Rapid City, SD, has 13 Strider Bikes, incorporating them into the curriculum and the students’ Individualized Education Programs (IEPs). She states, “We knew the Strider Bikes would have physical benefits, but I have seen their impact in five areas: Physical Therapy, Occupational Therapy, Speech, Behavioral, and Social.”

The research was sponsored by Strider Sports International, the leading manufacturer of no-pedal balance bikes, which has sold over one million Strider Bikes since 2007. The Strider Bike line-up includes the 12” model for riders from 18-months up to 5-years old, and the 16” and 20” models developed for older children and adults with balance and coordination challenges.

A full report of Shim’s 2015 findings is expected to be published in early 2016. A 2012 study with three- to five-year-old typical children led by Shim at the University of South Dakota (USD) in Vermillion, concluded that participants benefited from using a Strider Bike by improving their balance and functional fitness, while likely reducing future injuries during their daily routines.

About Strider Sports International, Inc.
Founded in 2007 and headquartered in Rapid City, SD, Strider Sports designs efficient, no-pedal balance bikes for all ages and abilities. Strider’s mission is to simplify a bike to its essence, so proper size, weight, and simplicity combine to eliminate any fear of riding and instill confidence in the rider. Strider No-Pedal Balance Bikes are industry-leading training bikes that help children as young as 18 months learn to ride effectively on two wheels. Strider also manufactures balance bikes for individuals with special needs and for seniors wanting to stay active later in life. The patented Strider Balance Bikes focus on the fundamentals of balancing, leaning, and steering without the distractions and complications of pedals or training wheels. Strider Bikes are now distributed in more than 75 countries worldwide. In 2015, Strider sold its one-millionth bike. To learn more and to find a retailer in your area, visit www.StriderBikes.com, like them on Facebook, and follow them on Twitter and Instagram.

About the Strider Rider Fund
In its continued commitment to pay it forward, Strider Sports created the Strider Rider Fund in 2014 to facilitate providing balance bikes to non-profit organizations serving individuals in need. One percent of Strider Sports’ gross revenue from worldwide sales each month is allocated to the Rider Fund. In 2014, the Rider Fund donated more than $300,000 in bikes and accessories, and Strider expects to exceed this amount in 2015, with more than half of the fund earmarked for special needs organizations. To learn more about the Rider Fund, and to join the cause, please visit http://www.striderbikes.com/special-needs-bikes...Continued from previous page.
FOR IMMEDIATE RELEASE

Media Contact / Strider Sports International:
Kyla Wright
605.342.0266
kyla@StriderBikes.com

Strider Bikes Introduces Strider® Rocking Base for Babies 12-24 Months

Rapid City, SD (August 17, 2016) — Strider Sports Int’l., Inc., the world’s premier manufacturer and marketer of children’s no-pedal balance bikes, has identified an even younger group of potential bike riders – toddlers, ages 12-24 months, just learning to stand and walk.

According to Strider Founder and Chief Enthusiast, Ryan McFarland, “a baby who rocks becomes a toddler who rides! We all know babies enjoy rocking horses when they are small. The problem is that no child ever gets to unhitch the horse and ride off into the sunset. With the Strider Bike and Rocking Base system, babies as young as 12 months can safely rock and play on the bike when first introduced, then graduate to the true freedom that the Strider bike offers as they ride away some months later.”

This new product easily attaches to any 12-inch Strider Balance Bike and allows the youngest member of the family to play with, rock, and ride a Strider Bike on a safe and stable base until they are old enough to ride the bike – which is typically around 18 months. The Rocking Base is made of all-weather, durable black plastic and includes all tools necessary to attach to a bike. Maximum rider weight for the rocking base is 40 pounds. The Strider Rocking Base is available for order immediately, retails for $79.99, and does not include a Strider bike.

Strider Sports International, the leading manufacturer of no-pedal balance bikes, has sold over one million Strider Bikes since 2007. The Strider Bike line-up includes the 12” model for younger riders and the 16” and 20” models, developed in the last couple of years for older children and adults with balance and coordination challenges.

All Strider Bikes and accessories are available through the Strider website and at local Authorized Strider Dealers. To order your Strider Rocking Base, visit https://www.striderbikes.com/launch/rocker.
FOR IMMEDIATE RELEASE

Media Contacts:
Kyla Wright
605.342.0266
Kyla@StriderBikes.com

Leslie Prevish
414-238-4086
leslie@previshmarketing.com

Strider Bikes Announces 2016 Strider Cup® Racing Series for Toddlers
Tiny STRIDER® Bike Riders to Compete on Custom-Designed Tracks from Coast to Coast

Rapid City, SD (November 17, 2016) — Strider Bikes, the world’s leading manufacturer and marketer of children’s no-pedal balance bikes, is pleased to announce the dates and locations for its 2017 Strider Cup, a national Strider Bike racing series for toddlers and children. These family-friendly races for the tiniest competitors will give small children a chance to put their Strider Balance Bike skills to the test at three stops across the country next spring and summer, as well as the final worldwide event next July, the Strider Cup World Championship event.

The unique Strider Cup race series caters directly to children between 2 and 5 years old who want to show off their riding skills and compete in a friendly atmosphere against other Strider riders. Children of all sizes and skill levels are welcome to participate. Strider No-Pedal Balance Bikes are developed for both learning the ropes of riding and honing advanced skills in racing.

You’ll find Strider Cup races in the following cities in 2017:
- Saturday, May 6: Fort Worth, TX, at Sundance Square
- Saturday, Mat 27: Pittsburgh, PA, at Southside Works
- Saturday, June 10: Lincoln, NE, at Tower Square

The series-ending Strider Cup World Championship race will be held July 22 at Gallivan Center in Salt Lake City, UT, where nearly 250 toddlers competed on the custom Strider track in 2016. Organizers are expecting over 400 toddler-aged racers from around the world to compete at this pinnacle event.

There will be races for 2-, 3-, 4-, and 5-year olds at each event. Registration fee is $25, and will open in January. Racers will receive a Strider goodie bag valued at more than $50 with their registration. Pre-registration will be available soon; visit http://www.striderbikes.com/events for further information. Sponsors for the 2017 events include Raising Cane’s Chicken Fingers, LDS Hospital, FedEx, Amica Insurance, and more.

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For the third year in a row, Strider will host races for athletes with special needs at each of the events. These athletes will race the 12” balance bike models, as well as Strider’s new, larger 16” and 20” balance bikes, which the company launched in 2014 specifically for the special needs community.

A typical Strider race scene features excited and proud young parents and grandparents eagerly encouraging their young racers as bright yellow cowbells are rung and the starting gate drops. Toddlers, some still in diapers, lean forward, kick their short legs, and embark upon their 600-foot plus journey over obstacles from dirt mounds to wooden ramps. All racers are treated to a celebratory podium award ceremony immediately following their main race, where they will receive either a trophy or a medal and pose for the crowd of proud parents and spectators.

As one parent put it following the 2015 Strider race in Salt Lake City, UT, “My son loves his STRIDER Bike and this event has given him a great way to race, go fast, and feel like a big kid without having to navigate pedals.”

Participating in any of these events automatically qualifies the rider for the Strider Cup World Championship. This series-ending race will be held July 29-30 at Pier 35 in San Francisco, California. Please visit our website at http://www.striderbikes.com/events for more information.

About STRIDER® No-Pedal Bikes
STRIDER No-Pedal Balance Bikes were developed specifically to help toddlers and young children—as well as teenagers and adults with special needs—learn balance and coordination BEFORE pedaling. Strider’s trademark simplicity, lightweight design, durability, functionality, and easy adjustability teach riding to young toddlers or those who otherwise are unable to ride a traditional bicycle. With feet safely on the ground, a rider is able to easily maneuver, ride, and race the lightweight bikes. For more information about the product line, visit www.StriderBikes.com.

About Strider Sports International
Strider Sports International, Inc., designs efficient, no-pedal balance bikes that encourage people to ride, learn, and explore the world on two wheels. Founded by Ryan McFarland in January 2007, Strider Sports is a company staffed with passionate riders and sports enthusiasts of all types. The goal of Strider Sports is to simplify a bike to its essence, so proper size and lightweight simplicity combine to eliminate any fear of riding and instill confidence in new riders. The STRIDER Bike built for the inventor’s son is now recognized as a global brand, and Strider continues its mission to inspire riding with the creation of Strider riding events and competitions.