



# ***THE SPECIALIZED FOUNDATION***

***BUILDING THE NEXT GENERATION OF CYCLISTS ONE STUDENT AT A TIME***





THE MISSION

THE SPECIALIZED  
FOUNDATION

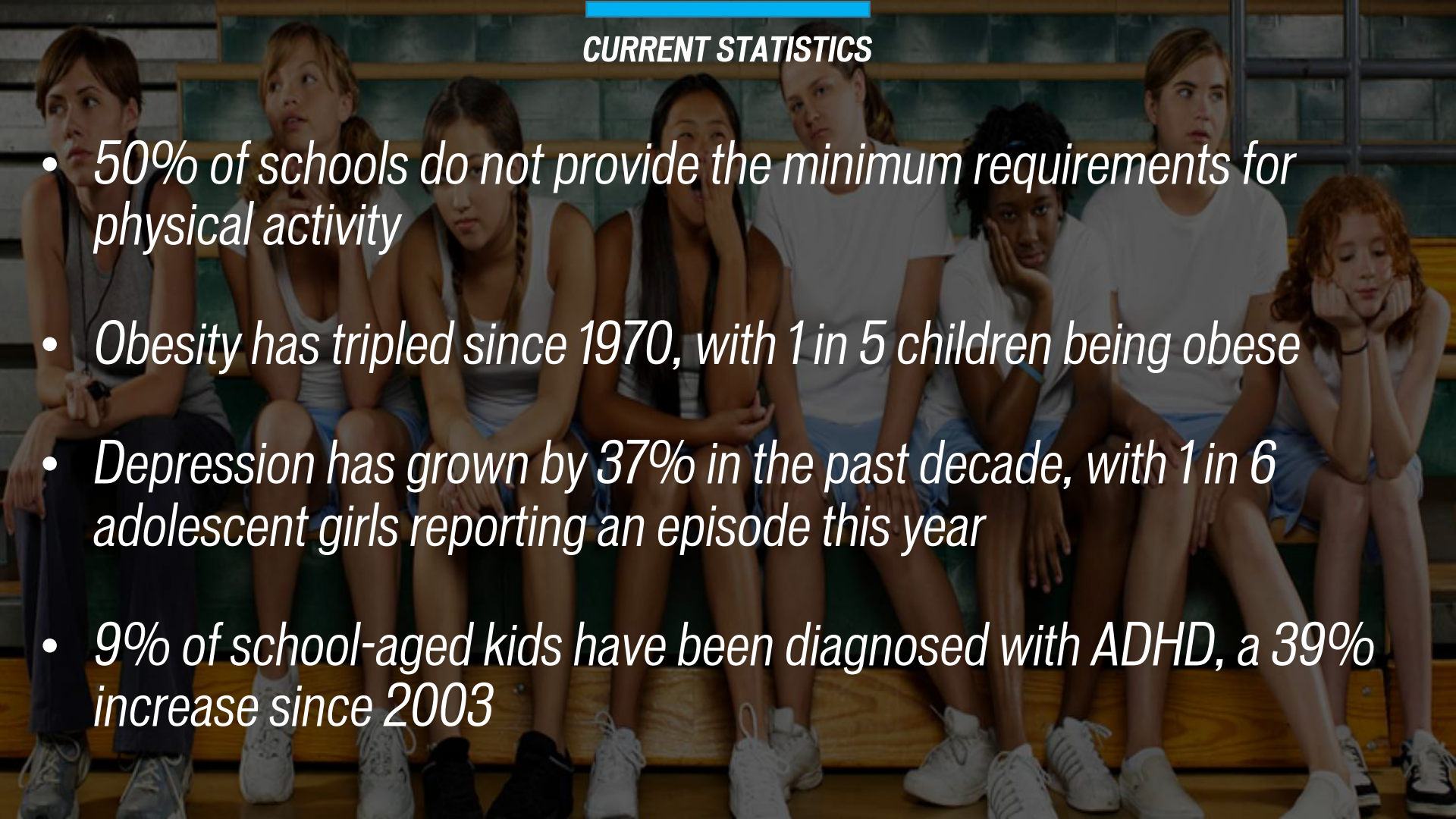
uses *cycling* as a tool for  
children to achieve  
*academic, health, and*  
*social success*

THE SITUATION

↓ 6%-45%

\$219 BILLION

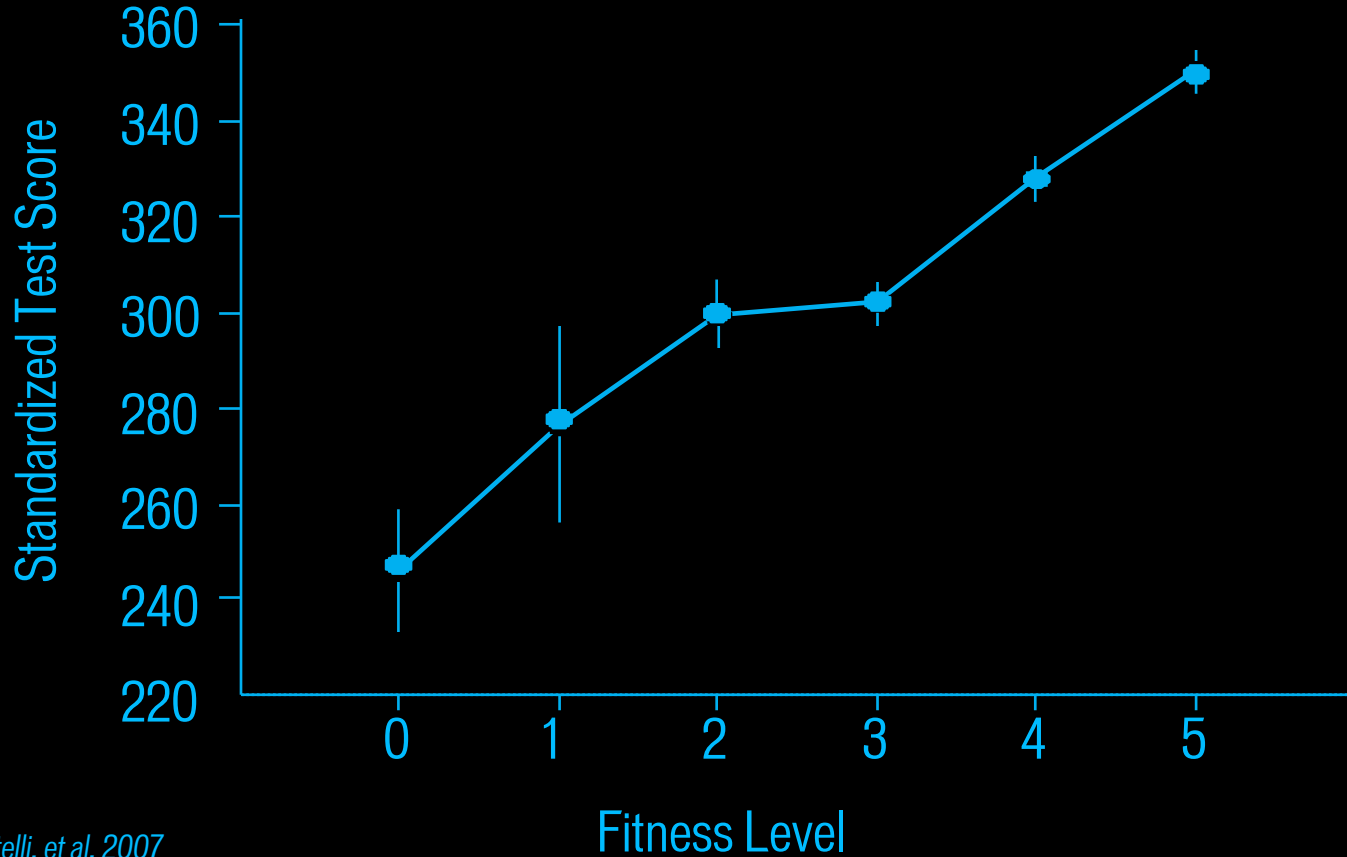




## CURRENT STATISTICS

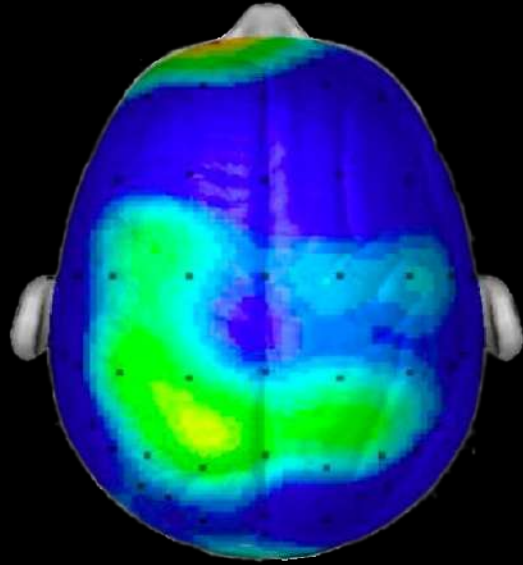
- *50% of schools do not provide the minimum requirements for physical activity*
- *Obesity has tripled since 1970, with 1 in 5 children being obese*
- *Depression has grown by 37% in the past decade, with 1 in 6 adolescent girls reporting an episode this year*
- *9% of school-aged kids have been diagnosed with ADHD, a 39% increase since 2003*

## FIT KIDS DO BETTER IN SCHOOL

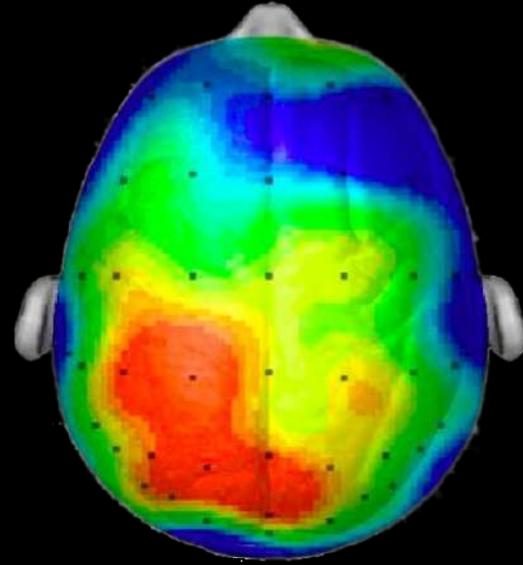


Adapted from Castelli, *et al.* 2007

## EXERCISE PREPARES THE BRAIN FOR LEARNING



*Sitting Quietly*

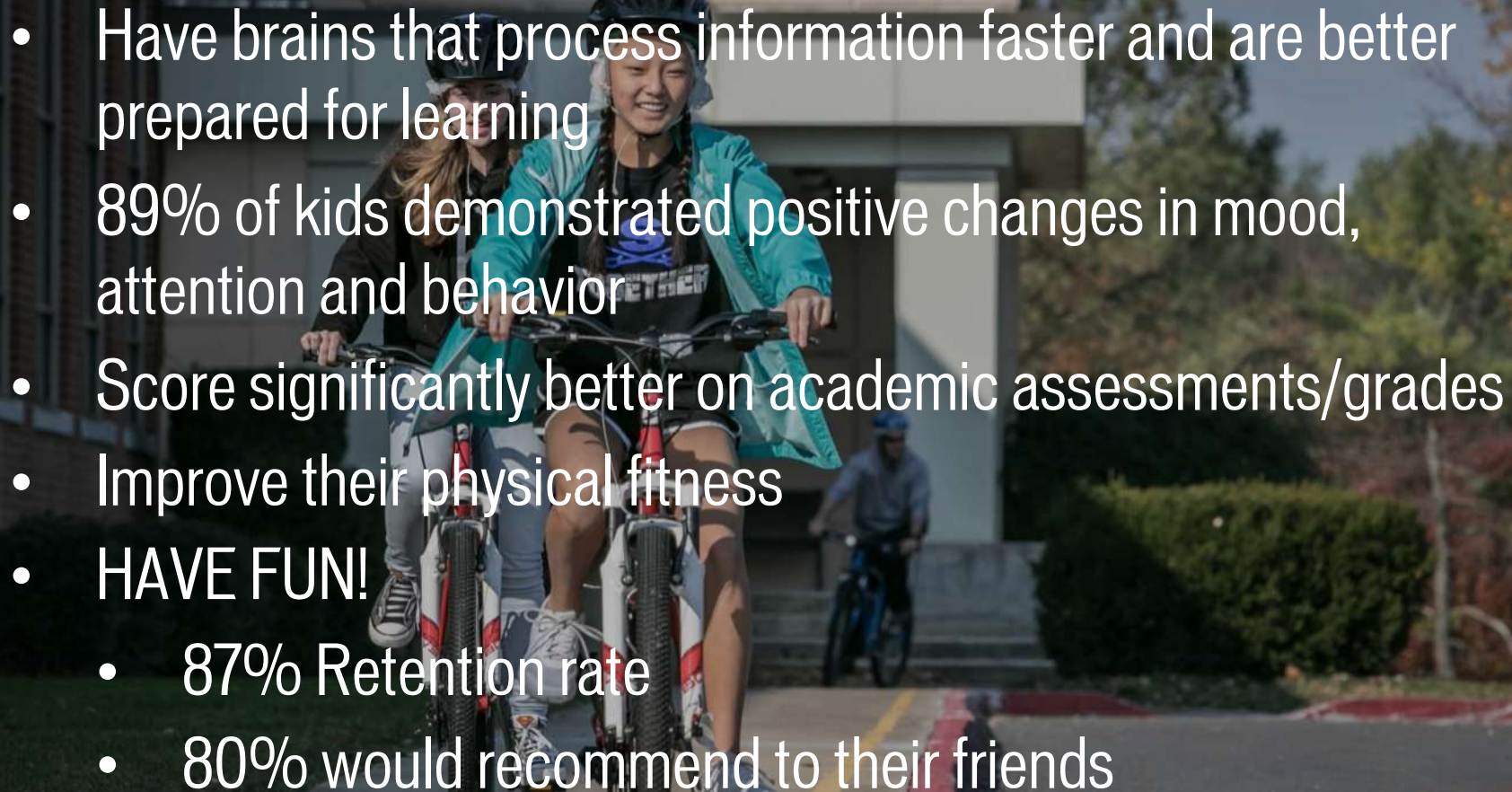


*After a 20 Minute Walk*



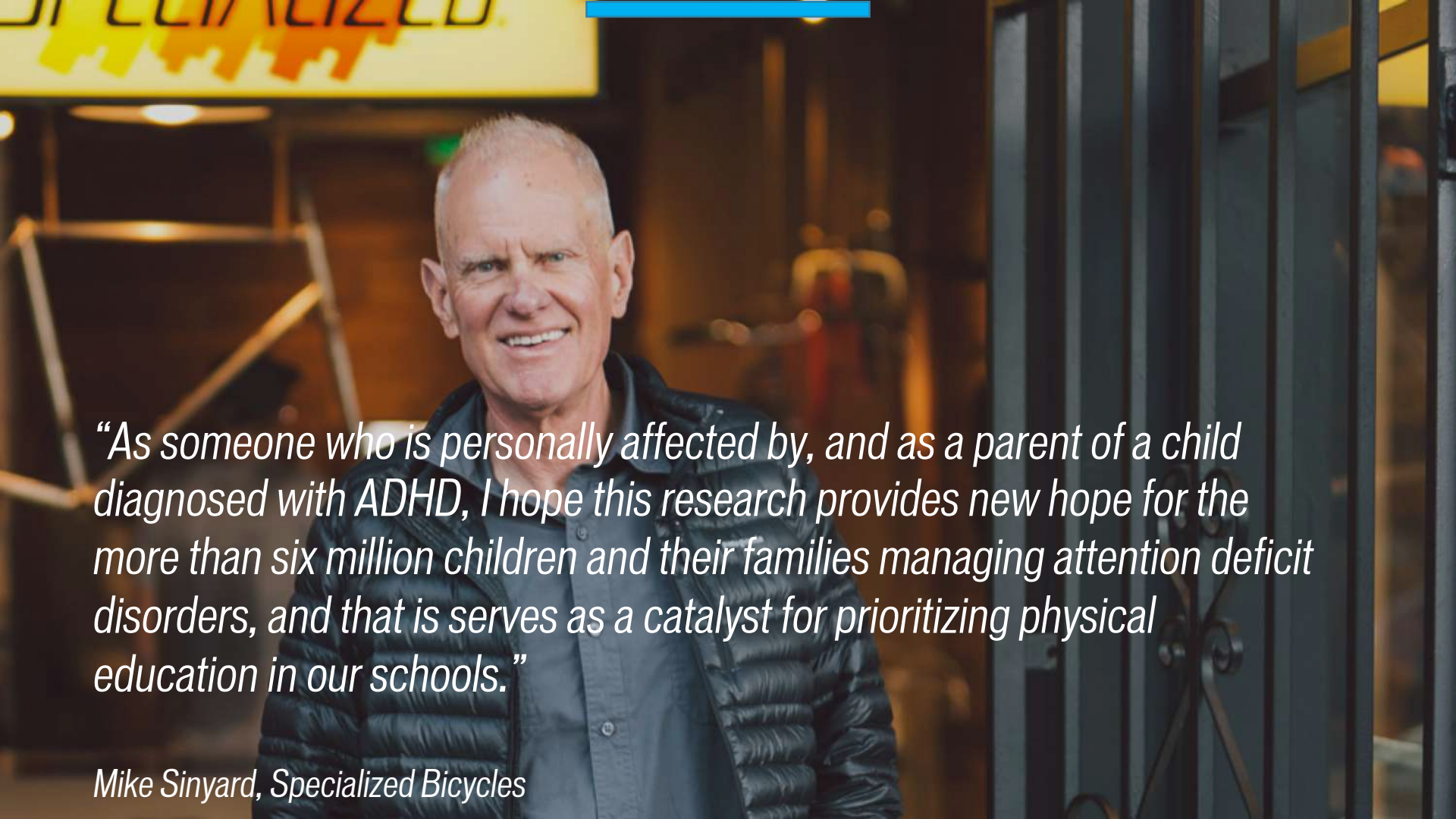


## KIDS WHO RIDE

- Have brains that process information faster and are better prepared for learning
  - 89% of kids demonstrated positive changes in mood, attention and behavior
  - Score significantly better on academic assessments/grades
  - Improve their physical fitness
  - **HAVE FUN!**
    - 87% Retention rate
    - 80% would recommend to their friends
- 

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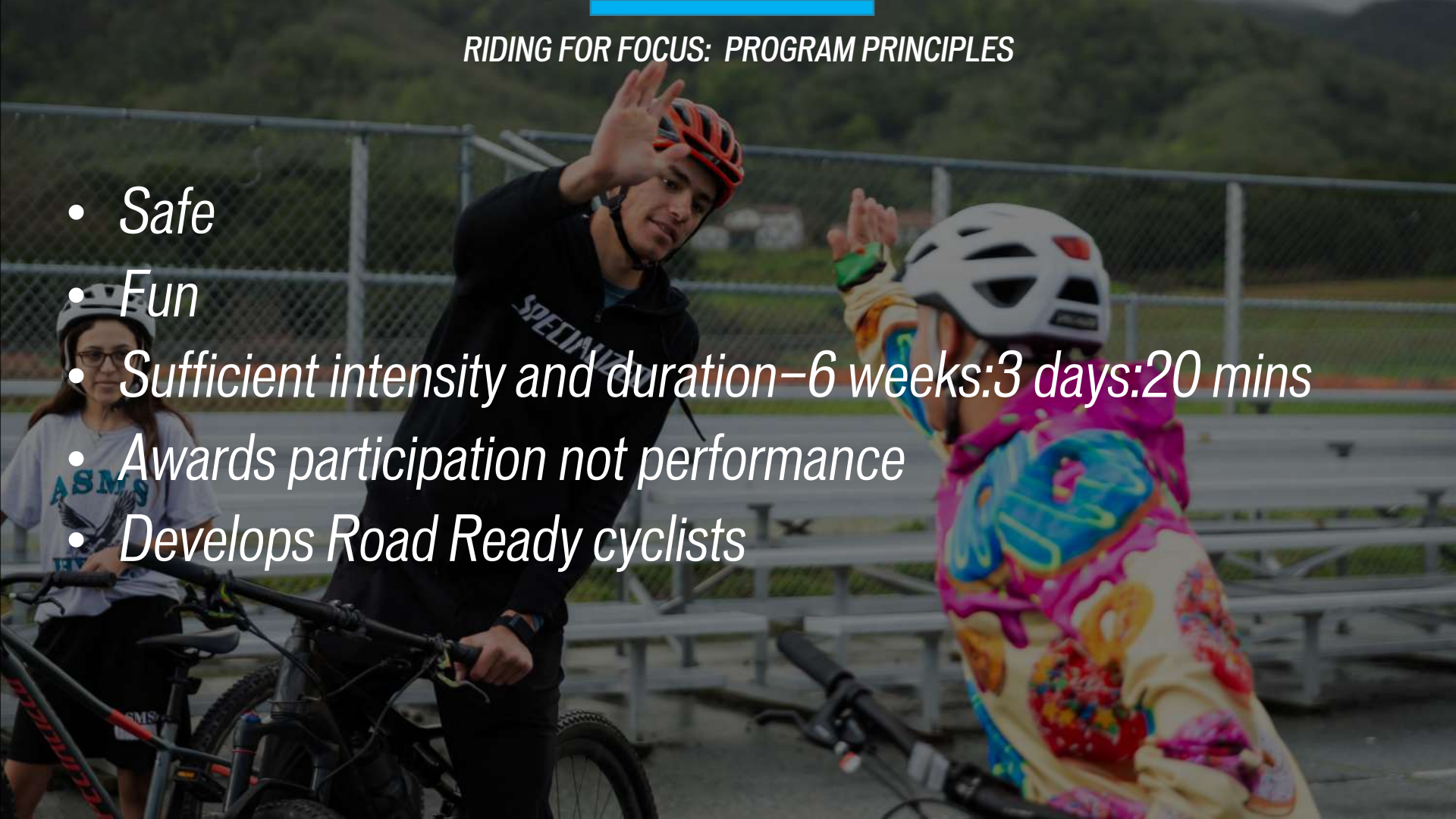


*“As someone who is personally affected by, and as a parent of a child diagnosed with ADHD, I hope this research provides new hope for the more than six million children and their families managing attention deficit disorders, and that it serves as a catalyst for prioritizing physical education in our schools.”*

*Mike Sinyard, Specialized Bicycles*

## RIDING FOR FOCUS: PROGRAM PRINCIPLES


- *Safe*
- *Fun*
- *Sufficient intensity and duration – 6 weeks: 3 days: 20 mins*
- *Awards participation not performance*
- *Develops Road Ready cyclists*





## *RIDING FOR FOCUS: PROGRAM OFFERING*

- *Cycling curriculum*
  - *Aligned with SHAPE America's national standards for physical education*
- *Comprehensive curriculum training*
- *Bikes, equipment and maintenance*
- *Evaluation and analysis of key performance measures*



## RIDING FOR FOCUS: BENEFITS

- *Reduction in core symptoms of ADHD*
- *Measurable improvements in behavior and academic performance*
- *Long term positive social and health outcomes*
- *Student become good “cycling citizens” - safe riders*

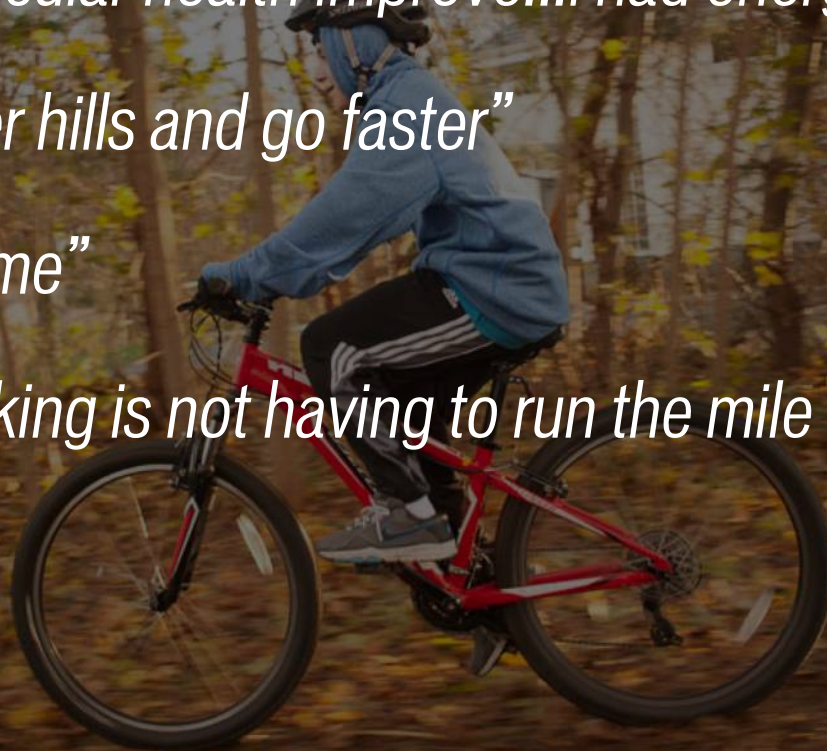
## STUDENTS

*“I noticed my cardiovascular health improve...i had energy to spare”*

*“We should find steeper hills and go faster”*

*“I want to bike all the time”*

*“The best part about biking is not having to run the mile every week”*





PARENTS

*“Our son is LOVING the program and wants to use the money he was saving for a drone to purchase a mountain bike instead.”*

*“He definitely was less moody, more upbeat. We used to have to beg him to ride his bike but he realized how it made him feel good and better about himself.”*

*“My child was excited to ride with friends in group, was more active, happy, took pride in what she was doing, better in school!”*

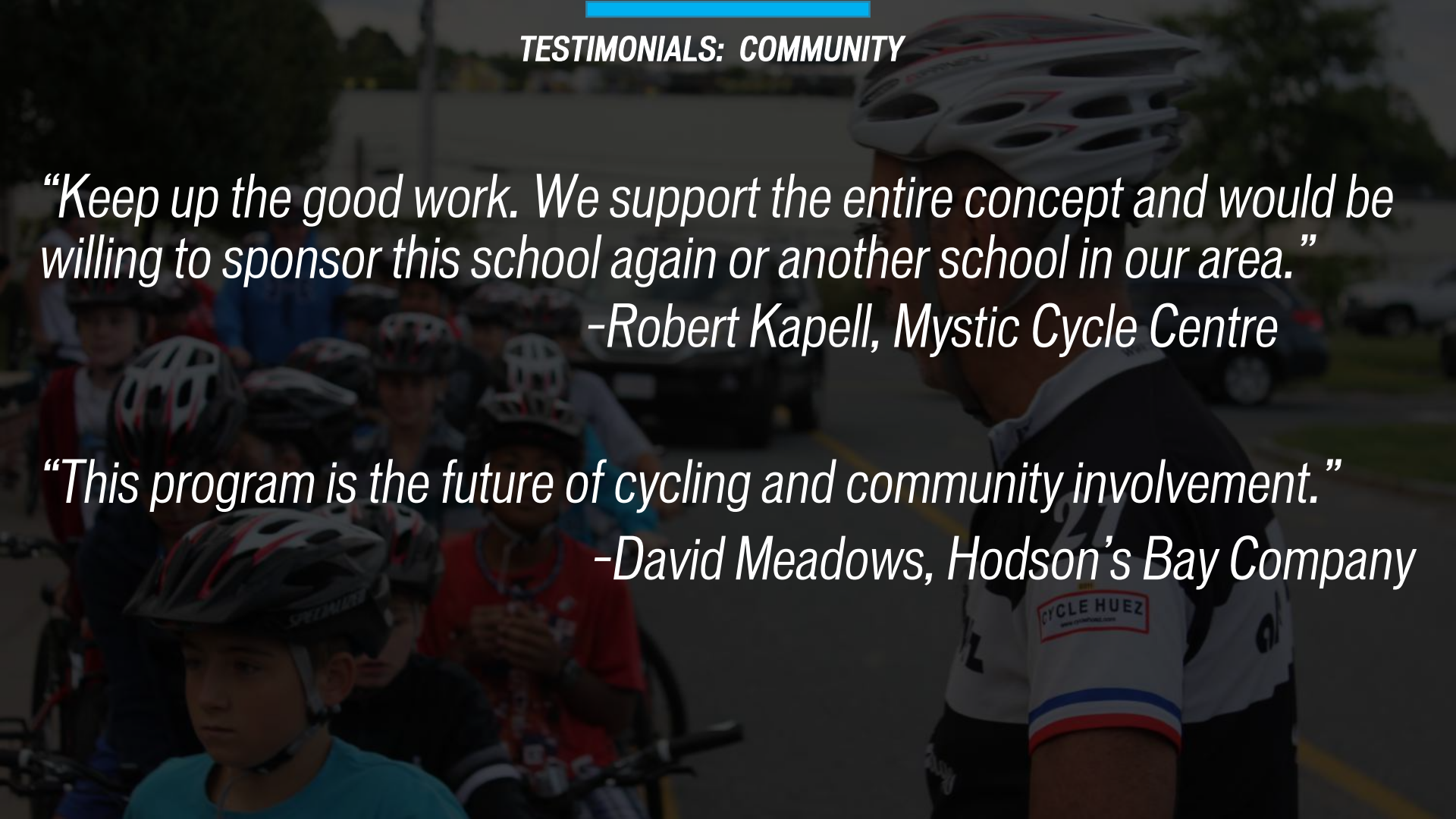


## TEACHERS

*“Overall, exercise helps them to regulate their behaviors and make better decisions.... Restlessness and impulsive behaviors increased when the students did not ride ”*

*“The weekly challenges they undertook...all seemed to have a very positive impact on their self-confidence”*

*“I noticed a change in the student’s behavior. He was more focused and did not reach as often for fidgets.”*



**TESTIMONIALS: COMMUNITY**

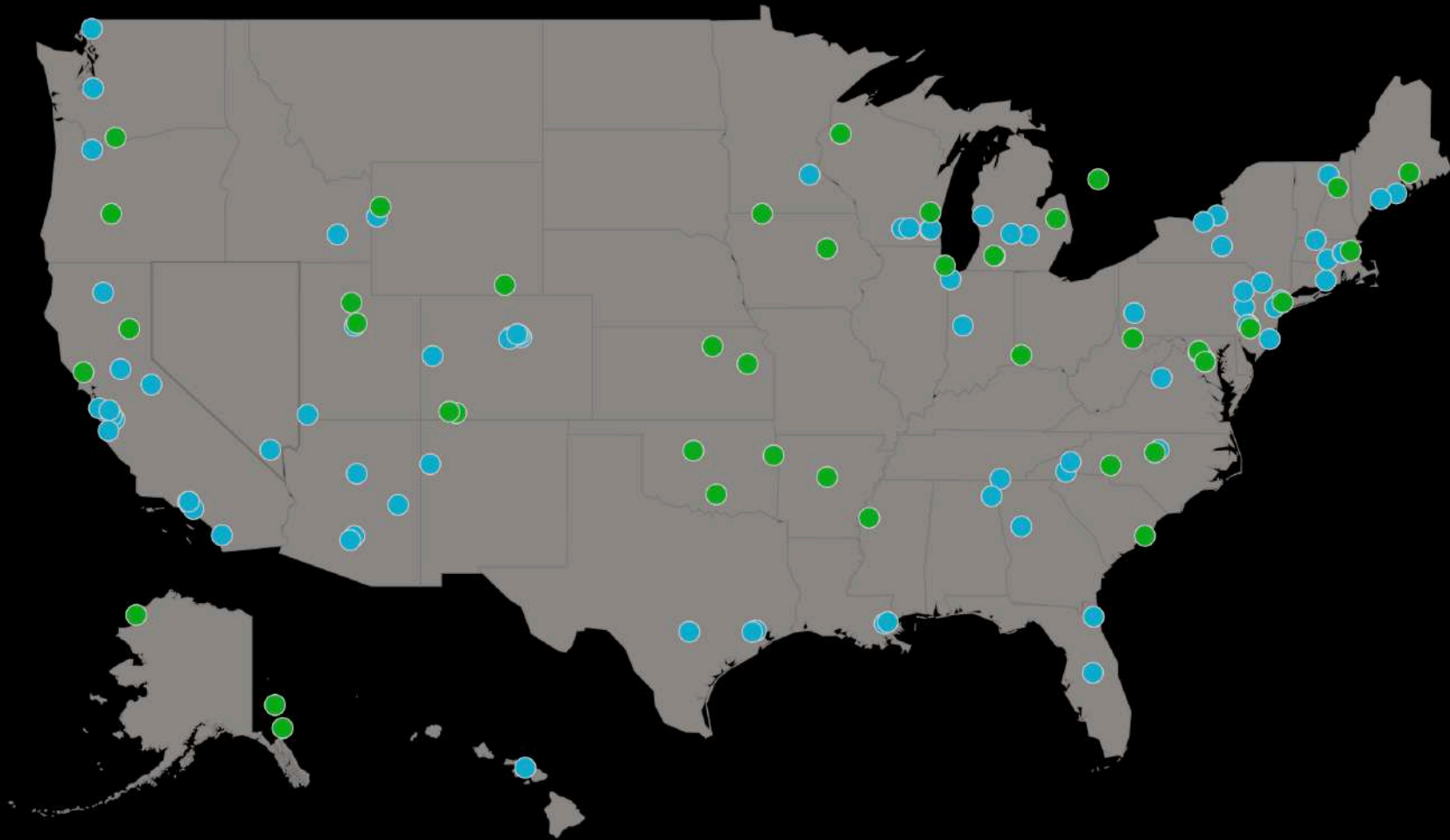
*“Keep up the good work. We support the entire concept and would be willing to sponsor this school again or another school in our area.”*

*-Robert Kapell, Mystic Cycle Centre*

*“This program is the future of cycling and community involvement.”*

*-David Meadows, Hodson's Bay Company*

# WHERE KIDS ARE RIDING FOR FOCUS TODAY



*WHEN 200,000 KIDS RIDE*



**\$1.1 Billion Direct Medical Costs Averted**

**\$1.2 Billion Productivity Losses Averted**

**66,039 Fewer Overweight and Obese**

**88,197 Years Of Life Saved**

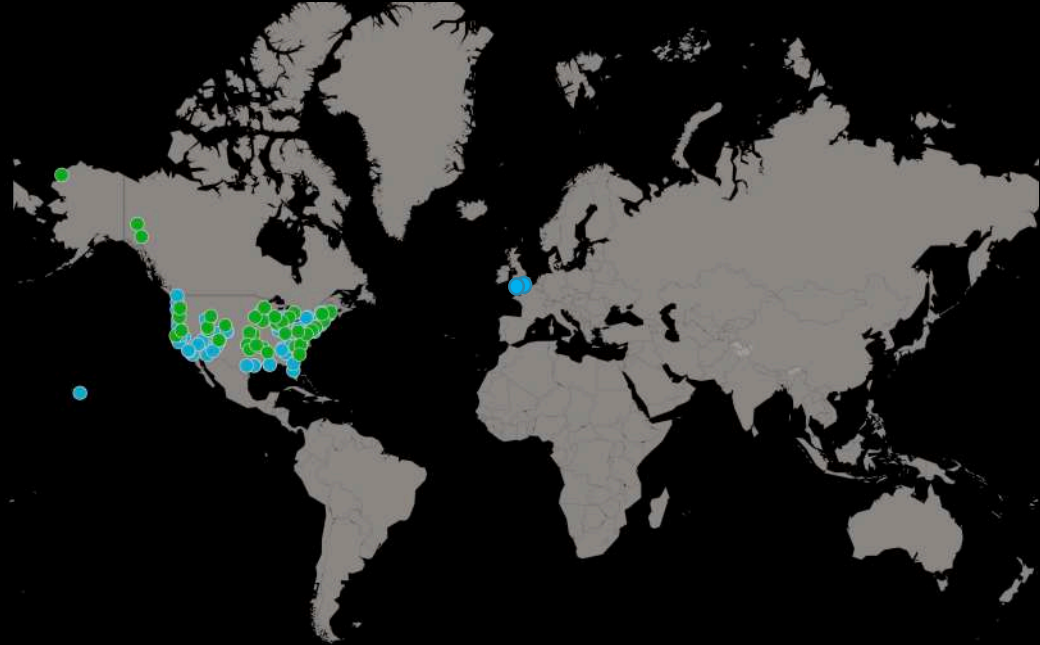
# SPECIALIZED FOUNDATION ROLE MODEL AMBASSADORS



## FUTURE

***A world where billions of people use cycling to improve social, emotional, and cognitive health***

- ***International expansion***
- ***Additional research***
- ***New partners***
- ***New cycling communities***





THE SPECIALIZED  
FOUNDATION

REACH OUT TO US:  
[FOUNDATION@SPECIALIZEDFOUNDATION.ORG](mailto:FOUNDATION@SPECIALIZEDFOUNDATION.ORG)

Join the Movement  
@specializedfoundation and #RidingforFocus