THE SPECIALIZED FOUNDATION
BUILDING THE NEXT GENERATION OF CYCLISTS ONE STUDENT AT A TIME
THE SPECIALIZED FOUNDATION uses **cycling** as a tool for children to achieve academic, health, and social success.
The situation: 6%-45% $219 billion
• 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

Adapted from Hillman, et al, 2009
• 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
• Have brains that process information faster and are better prepared for learning
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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 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
• 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
“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”
“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!”
“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.”
“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
$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
A world where billions of people use cycling to improve social, emotional, and cognitive health

- International expansion
- Additional research
- New partners
- New cycling communities
REACH OUT TO US:
FOUNDATION@SPECIALIZEDFOUNDATION.ORG

Join the Movement
@specializedfoundation and #RidingforFocus