



The Ride for Missing Children

Suggestions for School Participation

There are many ways to get your school involved with the Ride for Missing Children.

To learn more, please contact: **Debra Ortiz-Pardi**
NCMEC/NY Community Educator—Ride School Coordinator
275 Lake Ave., Rochester, NY 14608
242-0900 x3327 or dortiz@ncmec.org

The Ride for Missing Children is an awareness/fundraising event for the National Center for Missing & Exploited Children, NY Branch (NCMEC/NY). Over 300 bicyclists will ride 100 miles throughout Monroe county stopping at four pre-selected school “rest stops*” and will “ride-by*” several other schools along the way. Below are ways that any school can participate in the Ride for Missing Children, even if they do not fall on this year’s route.

Adopt-a-Rider

It is fun for schools to support riders participating in the event. Schools can “adopt” a rider that has an affiliation with the school (participating parents or faculty members) or a rider can be assigned to the school. There are many ways to support an adopted rider. You can have the rider visit the school or a class, the school can make signs of support, sponsor the rider, etc.

Educational Pep Rally

A NCMEC/NY community educator can visit your school to conduct a Ride Pep Rally. The goals of the pep rally is to raise school spirit about the event, educate the students on ways to keep safer, and support adopted riders affiliated with your school.

School Ambassadors

100 miles is a long way to go on a bicycle. The support and cheers at the schools along the way are energizing for the riders and keep them on track for their goal. The riders welcome that same kind of support at the end of their ride. To help congratulate the riders, especially adopted riders, schools can select a handful of students, teachers, and parents to represent the school at the Ride’s finish. The “Ambassadors” can bring signs of support and most importantly their applause and cheers. They may want to bring a school sign or banner and/or wear school colors to show their school spirit. After the event they can report back to the school about the experience. Schools are not required to fundraise to support this event. However, some schools may decide they would like to. Here a few ideas...

Bike for a Buck

Paper bikes would be made available to purchase at the school’s main office for \$1. The donor can write their name on the bike and hang it up in a designated location in the building. This is an easy, affordable way for faculty, parents, and even students to support the event.

Pennies for Posters

Post a school-wide penny drive, or have selected classes participate. Funds collected could even support an adopted rider towards their pledge goal.

Strides for the Ride

Get your students moving with a pledge walk to support the Ride for Missing Children. Invite an adopted rider to be involved.

***Schools interested in learning more about becoming a rest stop or ride by school in future rides can contact the Ride School Coordinator listed above.**