

# RIDE FOR MISSING CHILDREN SCHOOL ACTIVITIES



The Ride for Missing Children (RFMC) is a 100-mile charity bicycle ride to benefit the Rochester office of the National Center for Missing & Exploited Children, NY (NCMEC/NY). Whether your school is a Rest Stop, Ride –By, or simply supporting an affiliated rider, the following RFMC related activities are additional ways that schools may enhance their participation in the event.

## 🚲 EDUCATIONAL PEP RALLY

A NCMEC/NY community educator can visit your school to conduct a Ride Pep Rally. The assembly will kick off school initiatives around the event, prep students for ride day, and share safety education. School affiliated riders are invited to attend to add a personal connection.

## 🚲 SCHOOL AFFILIATED RIDERS/TEAMS

It's fun for schools to cheer on parents and teachers who ride in the event. Does your school or district have a ride team? Why not create one? Individuals and teams can register at: [www.firstgiving.com/rideformissingchildren/Rochester2018](http://www.firstgiving.com/rideformissingchildren/Rochester2018)

## 🚲 PAPER BIKES

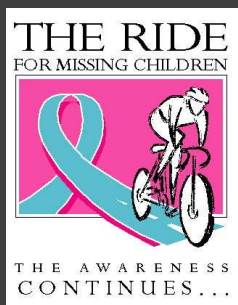
It is not a requirement, but many schools do choose to fundraise. One way is the RFMC Paper Bike Program. NCMEC/NY supplies the Paper Bikes and schools make them available for \$1. It's an easy and visual way to help affiliated riders meet their goals.

## 🚲 ROCK ONE SOCK

This annual, national campaign raises awareness about missing kids. Schools can Rock One Sock on Ride Day and/or on National Missing Children's Day (May 25). [www.rockonesock.org](http://www.rockonesock.org)

## 🚲 SHARE

Post about your schools RFMC participation and affiliated rider/team online fundraising pages on social media, school websites and newsletters.



For more information, please contact:  
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[ride.missingkids.com/rochester](http://ride.missingkids.com/rochester)