AMA TAKE A KID DIRT BIKING MONTH

MAY 2023

Getting kids on two wheels and **helping young riders become lifelong riders** is critical to the future of motorcycling. As part of its mission to promote the motorcycle lifestyle and protect the future of motorcycling, the AMA is proud to announce that **May will be Take a Kid Dirt Biking Month**. The nationwide campaign aims to cultivate the next generation of passionate riders by giving them a chance to learn skills, boost confidence and grow appreciation for the sport.

Along with **coverage across all the AMA's media channels** — *American Motorcyclist* magazine, *AmericanMotorcyclist.com*, AMA newsletters and the AMA's nearly 1-million-strong social media presence — the AMA and its partners will engage in a month-long social media campaign in the month of May to promote Take a Kid Dirt Biking Month. In addition, **the AMA will be working with its racing and recreational riding organizers** to take the campaign to the dirt.

Throughout the month there will be **product giveaways** for kids involved, and the AMA will have special **promotional packages** available for organizers to hand out to kids or for kids who get involved on their own. **AMA youth racers** will also work with the AMA on social media videos and reels to promote the campaign.

Your involvement in Take a Kid Dirt Biking Month not only helps grow youth riders and build the future of motorcycling, but it gets your brand in front of young riders and their parents. Help the AMA **invest in motorcycling's future** — our kids!

HOW YOU CAN GET INVOLVED:

- **Social Media Partnerships with the AMA for Take a Kid Dirt Biking Month**
- **Product donations for giveaways**
- **Special coupons/stickers/etc. to put in promotional packages for kids**

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