



Freiker is an incentive program that encourages kids to walk and bike to school.

Through advanced technology, thoughtful incentives and educational programs, we are changing the commuting habits of hundreds of students and their families, showing them that active transportation to school is fun, healthy and good for the environment.

Benefits of the Freiker Program

- Health
 - The prevalence of overweight children and adolescents has doubled over the past 20 years.
 - The U.S. Dept. of Health and Human Services recommends that children engage in at least 60 minutes of moderate intensity physical activity most days of the week, preferably daily to promote health and psychological well-being.
- Independence: Children gain confidence when they don't have to rely on their parents or a bus to get them to and from school.
- Focus: studies show that regular physical activity results in more alert individuals and even promotes brain activity.
- Neighborhood: When a child rides or walks to school, they see their neighborhood in a whole different light.
- Environment: More kids cycling and walking means fewer cars on the road, and fewer cars idling in front of the school in the mornings and afternoons.
- Promotes sense of community: Many parents ride and walk to school with their children, and schools benefit from the impromptu social gatherings that occur around the bike racks.

Kids Respond to Incentives

Freiker awards prizes to children for riding their bikes to school. It is not a competition – prizes are earned based on the number of times a child rides to school, and every child who rides can earn a prize. At the end of the year, kids trade in accumulated rides for a prize – the more times they've ridden, the better the prize.



"Our bike racks are overflowing. Everybody at Crest View loves the Freiker program and the extra encouragement it provides to students to bike and walk to school."

Ned Levine
Crest View Elementary Principal

The reasons I like the Freiker program are that it gives me exercise to keep me strong and healthy. It has helped me become better at soccer, running, basketball, monkey bars and P.E. I also like Freiker because it helps me get better at riding my bike because I do it so often, even in the winter, and my legs are stronger which helps me on my scooter. Last but not least, parents are always there to keep me safe and help me if I get injured."

Brynn Beaton
2nd grader



I want to Thank-You for the wonderful experience of riding to school with my son that the Freiker Program has brought to our lives. He learned to ride his bike without training wheels, JUST to join the Freiker Program. The freiking time together is special, and a true gift! Thanks!"

A Happy Freiking Mom!

Daily Feedback Breeds Success

- Each day, either before or after school, a child rides or walks under the Freikometer (a proprietary solar-powered RFID tag reader), which rings to let the child know that his or her tag was registered that day.
- The Freikometer automatically uploads the data to our server daily, and the child or parent can log on to our website to see the number of rides accumulated.
- A Freiker earns prizes based on the number of days he or she rides or walks over the course of a school year. Think of it kid of like a frequent flyer program – the more trips you take, the bigger the prize. Each school gets to determine the types of prizes that will be offered and the number of trips needed to reach each prize level.



Before Freiker



After Freiker

Freikers do not compete against each other for prizes. There is no best in class or school. Every Freiker can win by riding or walking to school. Ride or walk to school one time or 100 times – either way, you're a Freiker. These are achievable goals for any child, and they represent the first step towards a healthier, more self-reliant, more alert student.

Making an Impact

On February 24, 2009, Freiker kids walked, biked and skateboarded to a huge milestone – 100,000 kid-powered round trips to school since the beginning of the Freiker program. These trips have covered more than 150,000 miles (which is six times around the world). By choosing active transportation, these children have burned more than 3.5 million calories, have saved the nation nearly 8,000 gallons of gas and have prevented more than 150,000 tons of CO2 emissions.

Rides Counted Since 2005:

102,746

[Click here to see ride totals by school](#)

Although we started as a small, grassroots non-profit, the Freiker program is currently operating at 11 schools in 4 states. We have been inspired by the leadership of President Obama, and have recruited a new team of experienced, successful entrepreneurs to aggressively pursue the promise that Freiker offers. Our goal is now nothing short of changing the habits of an entire generation of Americans.

Every Trip Counts!

Freiker believes that every trip counts. Biking or walking to school is:

- **healthy** - fun and exercise with friends and family
- **environmentally friendly** - one less car on the road
- **easy** - the perfect way to get to school

Kids do the pedaling and walking, our "Freikometer" does the counting. It's that simple. Support the movement that's inspiring kids to change our schools, our communities and our world - one trip ride at a time.

Why Support Freiker

Freiker supports healthy, sustainable behaviors that are good for children and good for the environment. With a single, simple decision – to ride or walk to school – Freiker gives kids a chance to make a positive impact on their health and the health of their planet.

Where does your money go? A donation of \$150 keeps the Freiker program going for one month at a school, \$50 covers RFID tags for 50 kids, and \$2000 covers the cost of one Freikometer.



Freiker is a 501(c)(3) organization and donations are deductible to the extent permitted by law.