

THE CITY OF SUMMIT

N E W J E R S E Y

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News Release

For immediate release

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Summit Police Department Partners with Sweet Nothings to Reward Safe Biking

SUMMIT, NJ, July 21, 2025 – This summer, the Summit Police Department is teaming up with local business Sweet Nothings to encourage bike safety among young riders. As part of a new initiative, children spotted wearing helmets and practicing safe biking habits may receive a Sweet Nothings gift card, a small treat with a big message: safety first.

Wearing a properly fitted helmet is the most effective way to prevent traumatic brain injuries, which remain one of the most serious risks associated with bicycling. This initiative aims to reinforce safe riding habits, especially among youth, while building positive relationships between police and the community.

“Our goal is to keep kids safe while making it fun and rewarding,” said Mayor Elizabeth Fagan. “We want every young rider to know that safety is cool, and it can even be sweet.”

The Summit Common Council has passed new ordinances to further protect both cyclists and pedestrians. This includes updated rules for non-motorized bikes, which prohibits bicycling on downtown sidewalks, and the introduction of an e-bike ordinance, which prohibits e-bikes on any city sidewalks to promote public safety.

Residents can learn more about safe biking practices, helmet use, and the updated local ordinances by visiting cityofsummit.org/bikesafety.

Summit Police Department encourages everyone to practice safe biking this summer.

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