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**For Immediate Release**

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## **The Progressive Agriculture Foundation Strengthens Its Commitment to ATV Safety With Support From Yamaha**



**BIRMINGHAM, Ala. (June 28, 2017)** — In 2015, more than 97,000 all-terrain vehicle (ATV) injuries were reported by local emergency rooms, with 28 percent of incidents involving children under the age of 16. ATVs have become a staple for work and recreation on many farms and ranches, and like any other vehicle, requires training to learn how to use them properly and safely.

In recent years, ATV safety has become a popular topic taught through Progressive Agriculture Safety Days®. Yamaha is striving to strengthen the Progressive Agriculture Foundation's efforts to help youth identify safe and responsible usage of ATVs, along with understanding the potential risks involved.

The foundation is pleased to announce a new partnership with the Yamaha Outdoor Access Initiative. The Yamaha Outdoor Access Initiative is dedicated to those who work and play outdoors, including those who rely on ATVs to ride, camp, hunt, fish or farm.

As a 3-star partner, Yamaha's support will provide hands-on safety and health education for more than 3,000 children through Safety Days in rural communities across North America.

"Thanks to Yamaha's support, we will be able to teach ATV safety to many more children," says Susan Reynolds-Porter, chief executive officer of the Progressive Agriculture Foundation. Two ways to reduce the rate of injuries and deaths include the use of helmets and youth riding the correct size of ATV for their body size, which is exactly what we teach at Safety Days."

The Yamaha Motor Corporation, USA, (YMUS) a leader in the motorsports market, has a reputation for developing tough, capable and versatile ATVs and side-by-side vehicles, which are sold through a nationwide network of dealers in the United States.

“Yamaha is committed to the safe, responsible use of off-highway vehicles and the Progressive Agriculture Safety Day program offers an effective way to promote ATV safety to an important audience: ag families with children and young adults,” says Steve Nessler, marketing manager, ATV and SxS Division for YMUS. “The partnership between the Progressive Agriculture Foundation and Yamaha Outdoor Access Initiative will afford the opportunity to provide relevant ATV safety and land stewardship education to current and future ATV users.”

For more information on Yamaha, and the company’s ever-expanding product offerings, visit [yamahamotorsports.com](http://yamahamotorsports.com)

Safety information, as well as details about hosting, donating to, volunteering at and attending a Progressive Agriculture Safety Day are available at [progressiveag.org](http://progressiveag.org).

### **ABOUT PROGRESSIVE AGRICULTURE FOUNDATION**

The Progressive Agriculture Safety Day program, the largest rural safety and health education program for children in North America, is a program of the Progressive Agriculture Foundation (PAF), a 501(c)(3) charitable foundation. The foundation’s mission is to provide education, training and resources to make farm, ranch and rural life safer and healthier for children and their communities. In 2008, PAF was awarded the Better Business Bureau Wise Giving Alliance National Charity Seal, demonstrating its commitment to accountability and ethical practices. In 2016, PAF received a 4-star rating with Charity Navigator. Safety Day applications are due each July 15 for Safety Days that will be conducted the following calendar year. For more information, please visit [progressiveag.org](http://progressiveag.org).

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Editorial Note: The Progressive Agriculture Safety Day® logo and Safety Day photos are available upon request by calling (888) 257-3529.

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