

Support Motorcycle Safety & Awareness

***CHECK TWICE – SAVE A LIFE
MOTORCYCLES ARE EVERYWHERE SIGNS***

WWW.CHECKTWICESAVEALIFE.COM

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PAUL W. COTE/BOB DOIRON

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(Amesbury, MA) Since 1982, over 2 million bright yellow bumper stickers telling motorists to “CHECK TWICE, SAVE A LIFE, MOTORCYCLES ARE EVERYWHERE” have been placed on cars, trucks and trailers, to help reduce motorcycle accidents, injuries and fatalities.

Now, its copyrighter Bob Doiron, who retired to Moultonboro, New Hampshire and Paul W. Cote of Amesbury Massachusetts have teamed up to offer motorcycle owners and supporters larger lawn and roadside signs, to help curb the rise in motorcycle accidents.

“We’ve all seen and suffer the heartache of increased motorcycle accidents since the explosion of popularity of riding,” said Doiron. Adding the personal lawn signs riders can put in their neighborhoods and businesses on high volume traffic roads can only help increase exposure and remind motorists we too are on the roads.

In 1974, Doiron, incorporated the Modified Motorcycle Association of Massachusetts, Inc., (the “MMA”) and served as its Chairman for over ten years. Shortly thereafter, he worked with others on programs designed to reduce motorcycle accidents, including designing the bright yellow ‘check twice’ bumper stickers. Due to its popularity among riders and businesses, in 1982, he obtained a copyright and began selling them at a slight profit, while giving out tens of thousands at bike shows, swap meets, and in stores.

Cote, the current Legislative Director of the MMA, wondered why political type lawn and big 2' x 8' roadside signs couldn't be sold to add to the increased exposure and awareness to promote motorcycle safety, like political signs promote candidates. He proposed the idea to Doiron, who authorized Cote to promote the signs to the motorcycle and business communities.

"Its okay to be selfish about our safety," claimed Cote. "There is hardly a day during the riding season we don't hear about a stupid accident that caused a rider serious injury or death. More 'awareness' is needed to reverse this trend and save some lives."

A web site created at www.Checktwicesavealife.com has been set up to offer the signs and bumper stickers to the general public.

"Some stats show most accidents happen within a few miles of a person's home. Having a bright yellow 'check twice' on your lawn will remind your neighbors to watch out for motorcycles," Cote believes.

"Likewise, lots of businesses make money from motorcyclists. From shops, to gas stations, clubs, and restaurants. A big two foot by eight foot bright yellow sign supporting motorcycle safety and awareness should drive more 'biker-bucks' to their businesses. Riders are loyal about who supports their safety," Cote said.

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CHECK TWICE - SAVE A LIFE
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EVERYWHERE !!!!!
SUPPORTER OF MOTORCYCLE SAFETY