

PennDOT



Live Free Ride Alive Toolkit



Live Free Ride Alive

Protect your ride. Protect your life.

Every ride begins with a choice. Live Free Ride Alive encourages Pennsylvania motorcyclists to sharpen their skill through free motorcycle safety training. Whether you're just getting started or have years of riding experience, continued training can help you ride with confidence and return home safely after every trip.

Who are we trying to reach?

Pennsylvania motorcyclists of all experience levels.

How can you help?

Share what you can! Help spread the word by sharing the content in this toolkit on social media, in email newsletters, on websites, or by displaying printed materials in public spaces where they can be seen!

Direct riders to penndot.pa.gov/ridesafely to learn more and register for a free motorcycle safety course.

Download Assets

Social Media

Suggested captions to pair with graphics

Every ride is different. But safe riding practices should always be the same.

PennDOT offers FREE motorcycle safety training to help riders build their skills.

Learn more at pa.gov/ridesafely

#LiveFreeRideAlive

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Whether you're new to riding or have years of experience, there's always something to learn. Take advantage of Pennsylvania's free motorcycle safety training, your future self will thank you.

Visit pa.gov/ridesafely

#LiveFreeRideAlive

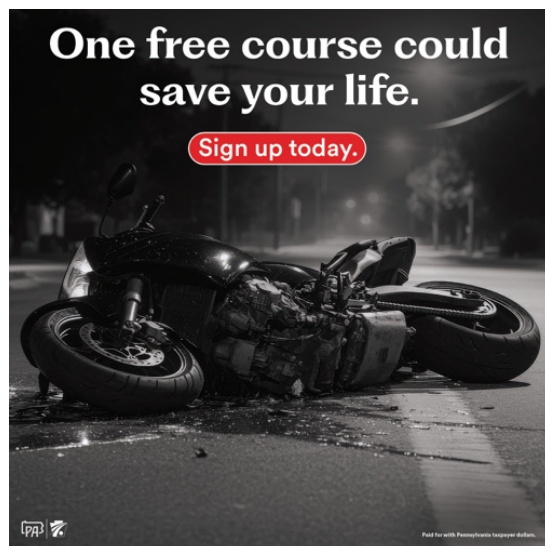
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One free course could save your life.

Register for Pennsylvania's free motorcycle safety training and gain the skills that can help you stay safe on the road.

Learn more at pa.gov/ridesafely

#LiveFreeRideAlive



Newsletter



Copy:

Protect your ride. Protect your life.

Whether you're a novice rider or have years of experience, there's always something to learn.

The Pennsylvania Motorcycle Safety Program (PAMSP) offers free motorcycle safety training courses designed to help riders build confidence, sharpen their skills, and stay safer on the road.

Find a course near you and learn more about Pennsylvania's free Motorcycle Safety Training opportunities at pa.gov/ridesafely

Live Free. Ride Alive.

Poster

Posters are available to print. Hang campaign posters in public spaces to be seen.

