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FOR IMMEDIATE RELEASE

Local Students Put Their Spin on Cycling Safety Public Service Announcements

HensonFuerst awards junior filmmakers in its third annual video contest

ROCKY MOUNT, N.C., May 17, 2011—The members of HensonFuerst Attorneys recently challenged area students to use their imaginations and create videos about the importance of bicycle safety. After receiving many outstanding entries, the law firm is pleased to announce the first place winners of its third annual public service announcement contest on cycling safety: Makaila Roberts, 6th grade student at Rocky Mount Preparatory School (middle school category); and Frank Brechbial and Kyle Messina, seniors at Sanderson High School in Raleigh (high school category).

Both PSA's contain compelling messages about bicycle safety, while aiming to lead by example.

"This video is directed mostly toward a younger crowd, and I hope they can relate to it since I'm still around their age and wear a helmet," said Frank, whose interest in filmmaking started about six years ago. "I was actually in English class when the idea came to me, so I wrote down some notes and finished the script when I got home."

For the younger Makaila Roberts, filmmaking also has been a passion, and her motive for creating an influential PSA hits a little closer to home.

"My little sisters always try to copy me," she said. "So, it's my job to be the big sister and be a good example. When they see me riding a bike with a helmet, they will want to do the same. I want people watching to understand that they should be a good example when teaching their siblings or kids about bike safety, too."

"The PSA contest is perfect because it engages the most affected by the helmet safety issue—our youth. These students created amazing videos that encourage responsible and safe cycling habits."

David Henson
Attorney
HensonFuerst

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As part of winning the contest, the students will receive \$1,500 gift cards. Makaila said she would like to buy more video equipment, including a new camera and a green screen. Since Kyle and Frank worked on the project together, they decided to split their gift card. Kyle plans on using his portion to buy photography equipment and Frank is investing in more video equipment so they can continue their filmmaking pursuits.

"I think making videos is something I've always had in me," said Makaila, who started making movies at the young age of 5. "Right now I'm in the stage where I can't stop making videos. Winning this contest is a huge jump in my career, and I'm now one step closer to my dream!"

Both PSAs will be aired on local television, and monetary donations were also given to both schools on behalf of HensonFuerst.

Watch all of the PSAs by visiting the HensonFuerst website at www.lawmed.com/health-initiative.

A Cycling Safety Mission

Three years ago, the firm represented the husband of a local cyclist who was killed by a motorist while riding her bike. Members of the firm pledged all of the attorney fees from the case to fund bike safety awareness programs, such as the PSA contest and a series of cycling safety videos. The attorneys and staff members at HensonFuerst have made it their mission to promote bicycle safety and help keep their community safe for everyone.

The HensonFuerst Health Initiative

To recognize the importance of giving back, the firm established the HensonFuerst Health Initiative, a comprehensive plan that encompasses all of the law firm's community service efforts. The initiative encourages everyone to prevent injuries, improve health and fitness, and aid organizations committed to bettering health and well-being. Visit www.lawmed.com/health-initiative.com to learn more.

About HensonFuerst

HensonFuerst, P.A., is a North Carolina-based law firm specializing in catastrophic injury, nursing home abuse, medical malpractice, and mass tort cases. For more than 30 years, the lawyers at HensonFuerst have represented those injured by the negligence of others. With successful multimillion-dollar verdicts and settlements throughout the state of North Carolina, the team of 11 lawyers and 30 staff members at HensonFuerst offer considerable experience and resources for their clients. For more information about the firm, visit www.HensonFuerst.com.

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