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OSI UK Supports Safe Cycling Habits

Plant holds a 'Be seen, Be safe' cycling campaign

Scunthorpe, England, February 17, 2016 – In February 2016, OSI UK extended its successful, existing green travel plan campaign to include a “Be seen, Be safe” cycle safety initiative.

The aim of this campaign was to raise awareness of the issue of cycle safety; to raise standards where necessary; to reduce and prevent fatalities and injuries resulting from accidents; and to promote a healthy lifestyle.

The issue of cycle safety has received much attention as towns and cities encourage the use of cycling. Many roads already have cycle lanes marked to reduce the risks to cyclists but about 20,000 cyclists are still injured in Great Britain each year.

Once a person knows the basics of road cycling, that person can start to enjoy using a bike for everyday leisure use as well as journeys to work. With this idea in mind, the company decided to sponsor a cycle safety campaign. The campaign provided a range of information and advice on cycle safety and simple tips to prevent accidents. This was quickly followed by a quiz with prizes that included high-visibility vests, bike alarms, locks and lights.



About OSI

For more than 60 years, OSI Group, LLC has been a global leader in supplying value-added protein items and other food products to leading foodservice and retail brands. It is a privately held corporation with more than 60 facilities in 16 countries. The company's global headquarters is located outside of Chicago in Aurora, Illinois, USA.

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