

MEDIA RELEASE

Melbourne, 9th October 2023



PieProof®

Australian Company launches Anti-Magpie cycle helmet.

Don't let aggressive magpies and other nesting birds ruin your ride this swooping season. A new helmet has been designed to keep Aussie cyclists safer.

A keen cyclist has turned his alarming experiences of swooping magpies into something positive. The new PieProof® cycle helmet is a comfortable, lightweight, and stylish Aussie-designed solution to this uniquely Australian problem.

Creator Leo Boesten was inspired to develop PieProof after a cycling trip along one of Victoria's rail trails in late 2022.

"I've dealt with more than my fair share of magpie attacks which resulted in bloodied ears and painful pecks to the head," says Leo, who cycles thousands of kilometres each year.

"Last year's swooping season was the worst I can remember so I looked for a helmet that would provide better protection. When I couldn't find one, I decided to fill a gap in the market".

PieProof helmets patent pending design contains multiple features to protect riders during swooping season but are built for year-round use.

"Most direct injuries happen when birds attack the ears and head. I've added a strong mesh so that sharp beaks and claws can't enter the large air vents, plus removable ear protectors and a visor to improve ear, face and eye protection when coupled with protective glasses. The rear vents are designed to minimise the risk of beaks and claws penetrating them and the helmet has a bonus built-in rechargeable LED taillight for nighttime safety" Leo explains.

"It's not practical to say 'avoid the area' as the nesting season can run from as early as July through to November. The birds aren't put off by the cable ties and silver ribbons that make some riders look like they're communicating with aliens! The greatest risk to a rider is crashing the bike when trying to fight off an attack. Those YouTube videos may look funny, but Magpie attacks can cause serious injuries or even death in some rare cases."

"These birds are just doing what comes naturally, so we want to protect them while keeping ourselves safe," he says. "With a PieProof helmet, you can ride calmly past the birds knowing that you're well protected."

PieProof is built to the Australian and New Zealand safety standard (AS/NZS 2063:2020) and is lightweight, stylish, comfortable and well-ventilated.

The helmet is now available available in adult sizes. Go to www.pieproof.com.au to find out how to protect yourself with PieProof. Links to a full review by ex-pro cyclist and gear guru Shane Miller are also available at the website.

For information contact:

Leo Boesten

Director, PieProof Pty Ltd

ph: +61 435 455 308

e: LeoBoesten@PieProof.com w: www.PieProof.com.au

PieProof: the Australian solution to a uniquely Australian problem