

# Kia Ora Auckland - Beam official launch 5 February 2020

Launch of e-scooter safety program 'Beam Safe Academy'

Media outlets are invited to attend the official launch of Beam e-scooters on Wednesday, 5 February in Aotea Square.

The public event will run from 10am - 2pm. A doorstop for media will be held at 11:00AM Beam's Vice President of Corporate Affairs will be available for questions.

Beam Safe Academy.

The official launch will also kick off Beam's Safe Academy a program designed to teach new riders e-scooter safety skills.

In partnership with qualified training provider, Rider Skills, Beam will showcase a 'pop up' Beam Safe Academy test course that will give riders the opportunity to trial our scooters in a safe and stable environment. There'll be an option for media to test ride a Beam scooter on the track.

Philip McDaid, Chief Instructor of RiderSkills, will run free public demonstrations throughout the event and be available at 11am to speak to media.

On the day Beam will also be announcing some of its partnerships in Auckland and showcasing all the features that set its offering apart

Free food and giveaways

An ice cream cart and hot dog cart will hand out free products to visitors. People will need to download the app and follow Beam on Instagram to qualify for a free tasty treat. People will receive a free ride offer card with their treat.

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