

# Maricopa County Sheriff's Office

## Joe Arpaio, Sheriff



Date: April 8, 2010

### SHERIFF JOE'S PEDAL VISION PROGRAM GROWING IN POPULARITY...AMONG INMATES AND GENERAL POPULATION

#### INMATES PEDAL BIKE FOR PRIVILEGE OF WATCHING FAVORITE TV SHOWS

#### Arpaio says Parents Should Consider Similar Approach

(Phoenix, AZ) Sometimes, the strangest things make their way into the minds and imaginations of the worldwide media and internet bloggers creating headlines and news stories that spread around the world, taking on a life of their own.

This week, an idea born to Sheriff Joe Arpaio and implemented on April fool's Day, has people everywhere talking and blogging, has jailers around the country planning to implement their own version; and has the national media clamoring for more information

It's the Pedal Vision bike – a stationary bike hooked up to be the sole source of power to the TV inside the female side of Tent City. If inmates don't pedal the bike – they don't get to watch TV.

TV, it turns out, is the great incentive.

Arpaio started the program as a means of exercise for overweight inmates. Whether that goal is accomplished remains to be seen. But given the fact that these female inmates love their soap operas, there is no shortage of inmates willing to pedal hard for the Young and the Restless and Days of Our Lives.

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That's why Arpaio thinks parents of couch potato children should consider implementing a similar program at home.

"Use a bike like this to get our kids off the couch and onto a bike to power their TVs or video games and perhaps the childhood obesity problem that is so prevalent today would be reduced," Arpaio says.

Of the 94 female inmates housed in this section of Tent City, all have signed up for the pedalvision program. An average of nine (9) females a day are pedaling anywhere from five to eight hours a day to get enough power to the 19 inch color TV to bring them their favorite shows. So long as their favorite shows are on air channels or the food network, the weather channel or CSPAN.

"Apparently it's really programming driven," Arpaio says. "Give them access to their favorite soaps and cop shows, and they'll pedal till the cows come home." How much they actually pedal will be determined by a pedometer that Arpaio will have connected to the bike.

As for the interest in the program, news crews from all over the US and as far away as Japan and Australia have had the Sheriff in articles or on radio or TV talking about pedalvision. And jails in Michigan are looking into starting their own version of Arpaio's program.

"You never know what catches on with people," Arpaio said. "We thought the idea was a good one but we had no idea it would catch on like wild fire."

Arpaio, who has been Sheriff of Maricopa County since 1993, is a creative, out-of-the-box thinker who has come up with several creative and controversial ideas and programs over the last 18 years. END

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