



Sacramento Region

Mayisbikemonth.com

2009

NEWS RELEASE

## MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
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### LOCAL OFFICIALS KICK-OFF BIKE MONTH WITH RIDE IN WEST SACRAMENTO FRIDAY, MAY 1

**Who:** May is Bike Month honorary co-chairs Davis Mayor Pro Tem Don Saylor and Roseville Councilmember Jim Gray, bicyclists from across the region, and bicycling advocates

**What:** Co-chairs issue Million Mile May Challenge to an estimated audience of 100 bicyclists, including a group riding in from Davis with co-chair Saylor. Bicycling advocates will talk about the benefits of bicycling.

A guided bicycle ride through West Sacramento and across the Tower Bridge into downtown Sacramento is an opportunity to explore new bike lanes and other bike-friendly improvements. The ride will be about 5 miles long, on city streets with traffic, led by the city of Sacramento's bicycle coordinator, Ed Cox. The ride is being organized by Sacramento Area Bicycle Advocates.

**When:** Friday, May 1  
11:30 a.m. -- press conference  
Noon to 1:00 p.m. – ride

**Where:** River Walk Park, 651 2nd Street,  
West Sacramento (map at right)

**Why:** The regional challenge is for residents to ride one million bicycle miles in May. Bicycling is a zero-emission commute, improving both air quality and physical health.

One million miles of bicycling in May reduces over 5,000 pounds of smog-forming nitrogen oxides from Sacramento's air. Bicycling three hours per week reduces a person's risk of heart attack or stroke by 50 percent.



May is Bike Month is coordinated by the Sacramento Area Council of Governments and the region's transportation management associations and organizations. Special events and rides planned throughout the month are available at [www.mayisbikemonth.com](http://www.mayisbikemonth.com).

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