



Sacramento Region

Mayisbikemonth.com

2010

## NEWS RELEASE

### MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
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#### **BICYCLISTS RIDE IN FROM ACROSS THE REGION TO KICK-OFF BIKE MONTH**

**Who:** May is Bike Month co-chairs Placerville Mayor Pierre Rivas and Hot Italian Pizza & Panini Bar owner Andrea Lepore, bicyclists from across the region, and bicycling advocates

**What:** Co-chairs issue Million Mile May Challenge to an estimated audience of 150 bicyclists, including groups riding in from around the region. Bicycling advocates will talk about the benefits of bicycling.

**When:** Saturday, May 1  
1 p.m. -- press conference\*  
1:45 p.m. -- rides organized by Sacramento Area Bicycle Advocates

**Where:** River Walk Park, 651 2nd Street,  
West Sacramento (map at right)  
**\*In the event of rain, location moves to inside the Ziggurat building.**

**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.

Bicycling has taken off in the Sacramento region as an easy way for people to get to work or school, run errands, or just ride for fun. Sacramento was recently ranked fourth in the nation for bicycle commuting and the region is a prominent part of the Amgen Tour of California, racing through cities from Auburn to Winters.

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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