



MAYISBIKEMONTH.COM

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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MONDAY KICK-OFF RIDE CELEBRATES BIKE MONTH

Who: May is Bike Month co-chairs West Sacramento Mayor Christopher Cabaldon and Mercy San Juan Medical Center Safe Kids Coordinator Sonja Atkins, bicycle enthusiasts from across the region

What: Co-chairs issue Two Million Mile challenge to an estimated audience of 100 bicyclists, including groups riding in from around the region.

When: **Monday, May 2**
11:30 a.m. rally and press conference
Noon ride organized by Sacramento Area Bicycle Advocates

Where: **Sacramento Riverfront Promenade**
1800 Front Street, Sacramento

Why: For six years, the Sacramento region has been coming out in May to ride to work, school, shopping, and recreation. May is Bike Month is a campaign to get people on bikes for the first time, as well as encourage regular bicyclists to keep it up.

At Mayisbikemonth.com anyone can pledge miles to ride during May that add up to a regional goal of two million miles. The site also features a bicycle trip planner.

Other things to look forward to in May include a Bicycle Film Festival, the Amgen Tour of California and lots of local events.

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

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