

**FOR IMMEDIATE RELEASE**  
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## **NORTH NATOMAS TRANSPORTATION MANAGEMENT ASSOCIATION DELIVERS 50 BIKES TO 50 KIDS**

*50 Kids and 200 Volunteers to Build 50 New Bikes During Two Separate Sessions on  
Martin Luther King Jr. Day, A National Day of Service*

**WHAT:** The 4<sup>th</sup> Annual 50 Bikes for 50 Kids program, sponsored by the North Natomas Transportation Management Association, recognizes Martin Luther King Jr. Day, a National Day of Service, by pairing up teams of volunteers with deserving kids to assemble their newly awarded Specialized bikes.

Bike building will take place during two sessions at the Natomas Middle School. From 10 a.m. to 12 p.m. a group of volunteers will help 25 children assemble their bikes. A second wave of volunteers will be on hand from 1 p.m. to 3 p.m. to help another 25 children build their bikes.

Local leaders, teachers and mentors nominated kids between the ages of 9-17, living or attending school in the North Natomas area, to receive a new bike for demonstrating traits including trustworthiness, respect, responsibility, fairness, caring, and citizenship. The goal of 50 Bikes for 50 Kids is to teach kids the value of hard work, community and volunteerism while introducing them to the healthy benefits of bicycling.

**WHERE:** Natomas Middle School  
3200 N Park Drive  
Sacramento, CA 95835

**WHEN:** **Monday, January 18, 2016**  
First Session: 10 a.m. – 12 p.m.  
Second Session: 1 p.m. – 3 p.m.

**WHY:** 50 Bikes for 50 Kids demonstrates the value of what hard work, community and volunteerism can accomplish while introducing kids to the healthy, life-long benefits of bicycling for both themselves and their community.

MORE INFORMATION ABOUT THE 50 BIKES FOR 50 KIDS PROGRAM AS WELL AS RECIPIENT BIOS CAN BE FOUND AT [NNTMA.ORG/50BIKES](http://NNTMA.ORG/50BIKES).

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*The North Natomas Transportation Management Association is a nonprofit organization with the mission to foster transportation behaviors and enhance placemaking in our community through advocacy, programs, education, and services. Learn more at [NNTMA.org](http://NNTMA.org).*