

FOR IMMEDIATE RELEASE
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5TH ANNUAL 50 BIKES FOR 50 KIDS PROGRAM AWARDS 50 NEW BIKES TO DESERVING CHILDREN

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

WHAT: Five years and 250 bikes later, the 50 Bikes for 50 Kids program continues its goal of teaching kids the value of hard work, community spirit and volunteerism while introducing them to the healthy benefits of bicycling.

The 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 50 deserving North Natomas kids to assemble their newly awarded bikes.

Bike building will take place during two sessions at the Natomas Middle School. From 9 a.m. to 11 a.m. a group of volunteers will help 25 children assemble their bikes. A second wave of volunteers will be on hand from 12 p.m. to 2 p.m. to help another 25 children build their bikes.

Local leaders, teachers and mentors nominate kids in the 5th -12th grades, living or attending school in the North Natomas area, to receive a new bike for demonstrating traits such as trustworthiness, respect, responsibility, fairness, caring, and citizenship.

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

WHEN: **Monday, January 16, 2017**
First Session: 9 a.m. – 11 a.m.
Second Session: 12 p.m. – 2 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.

VISUAL: Hundreds of volunteers and 50 kids building bikes from scratch.

MORE INFORMATION ABOUT THE 50 BIKES FOR 50 KIDS PROGRAM AS WELL AS RECIPIENT BIOS CAN BE FOUND AT 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](https://www.nntma.org).