

**FOR IMMEDIATE RELEASE**  
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## **NORTH NATOMAS COMMUNITY COMES TOGETHER TO BUILD 50 BIKES for 50 KIDS**

*Event held in recognition of 50 kids making a difference in their community and in celebration of Martin Luther King Jr. Day and the National Day of Service*

SACRAMENTO – The North Natomas Transportation Management Association (NNTMA), a non-profit organization committed to fostering transportation behaviors that benefit the North Natomas community, today held their first annual **50 Bikes for 50 Kids** event at Inderkum High School in recognition of 50 local youth and their positive contributions to the community.

More than 200 volunteers, consisting of local businesses, community organizations, bike enthusiasts and mechanical novices came together to help mentor, teach and build bikes for 50 North Natomas youth in the spirit of volunteerism in celebration of Martin Luther King Jr. Day and the National Day of Service.

“I am thrilled to see so many from our community come together to help build bikes for these well-deserving kids,” said NNTMA Executive Director Becky Heieck. “Not only will they receive shiny new bikes, locks and helmets, but we are giving them an experience that encourages both sustainable transportation and a brighter, healthier future.”

Bike recipients were nominated by local youth organizations and schools based on the following pillars of character – Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship. Fifty teams of volunteers attended workshops on how to build a bike in preparation of the event, hosted by Natomas Bike Shop.

“It is our hope that these youth are inspired by the mentorship and generosity of our community and that it has a meaningful impact in their lives,” continued Heieck. “Our goal is to build on the success of this year’s event and make it even bigger and better in 2014 and beyond.”

*The North Natomas Transportation Management Association is a non-profit organization with the mission to foster transportation behaviors that benefit the community through advocacy, programs, education, and services. Learn more about NNTMA at: [www.northnatomastma.org](http://www.northnatomastma.org).*

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