



For Immediate Release

MEDIA ADVISORY

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50 Bikes for 50 Kids Event on MLK Jr. Day

North Natomas TMA helps 50 deserving kids build their own free bikes

WHAT: *50 Bikes for 50 Kids* is a community service event in North Natomas that matches 50 deserving youth, ages 9 to 17, with teams of community volunteers to assemble bicycle parts into 50 ready-to-ride Specialized® bicycles for the youth. The kids were nominated by youth leaders for their exemplary character to receive a free bike.

Area businesses, families, and community volunteers will join the *North Natomas Transportation Management Association* (NNTMA) to help the 50 youth, who have been nominated by community leaders and organizations, build these bicycles.

WHEN: **Monday, January 20, 2014** – MLK Jr. Day & National Day of Service

Event time: 9:00 AM – 4:30 PM

Bike Building: 10 AM-12:30 PM and 2 PM-4:30 PM

WHY: This event gives local youth the gift of a new bicycle, along with education in bicycle maintenance and safety, which will encourage both sustainable transportation and promote a better future for the recipients and the community.

WHO: Interviews with event leaders and selected youth (See youth profiles on Pg. 2)

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

VISUALS: Youth assembling parts into bicycles with volunteers



50 Bikes for 50 Kids

YOUTH PROFILES:

Laynah, age 11, has outgrown her bike and donated it to charity. She tutors students on her lunch break and assists her teacher in helping autistic students in her class. She is kind, fair, reliable and cooperative.

Hernan, age 9, persevered and overcame serious health obstacles this past year after having heart surgery in the spring. He is very respectful to his teachers and to the other students. Hernan is very caring, fair and plays by the rules. When he receives his bike, it will help to improve his health by allowing him to exercise more regularly.

Analise, age 10, is an avid basketball, softball and soccer player. She is a vocal leader on and off the field and is able to learn from her mistakes. She is an excellent student and includes everyone as a friend.

Elijah, age 10, has had a rough time since his father died two years ago; however, he continues to display important character traits every day by being trustworthy, responsible and practices citizenship through advocacy and fair treatment of his peers. Currently, he cannot ride a bike, but when he receives his bicycle his nominator is looking forward to teaching him how to ride it safely.

Matthew, age 17, shows great character and leadership, and is one of the eldest kids to receive a bike. He is a proven leader in his senior class. He serves as a mentor to freshmen and tutors students as a member of the National Honor Society. He also volunteers his time on the weekends as part of the Youth Advisory Council.

ABOUT THE EVENT:

In its second year, *50 Bikes for 50 Kids*, a community service event held on Martin Luther King Jr. Day, matches 50 well-deserving youth with teams of volunteers to assemble a bike for each child on the team. Volunteers hail from local community organizations and businesses, and range from bike enthusiasts to mechanical novices.

Kids between the ages of 9 to 17 were nominated by their adult mentors, role models, teachers and coaches. They were chosen by a volunteer selection committee based on their demonstration of content of character: Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship.

Prior to the event, volunteers attend a class taught by professional bicycle mechanics in order to learn how to construct a bike. The mentors pass this knowledge onto the youth who then help assemble the bike and get valuable hands-on experience in teamwork, building, and the construction of a bicycle.

In addition to their new bicycle made possible by Specialized®, each youth will receive a bike lock and free helmet. Helmets were graciously donated by UC Davis Children's Hospital and the Kohl's Buckle Up to Grow Up Program and bike lock donations were made by Rabobank. Other community partners are contributing food and monetary contributions toward the cost of the bicycles.

ABOUT THE NORTH NATOMAS TMA:

The North Natomas Transportation Management Association (www.NNTMA.org) is a nonprofit organization with the mission to foster transportation behaviors that benefit the community through advocacy, programs, education and services.

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