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SACRAMENTO BUSINESSES COME TOGETHER TO BUILD BIKES FOR NORTH NATOMAS KIDS

*“50 BIKES for 50 KIDS” rewards 50 kids nominated for their
content of character in celebration of the National Day of Service*

SACRAMENTO – The North Natomas Transportation Management Association (NNTMA), held their third annual **50 Bikes for 50 Kids** event on MLK Jr. Day to recognize and reward 50 local youth nominated by local leaders for their strong moral character and contributions to the community.

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

This year’s event saw an increase of community support with more donations and sponsorships than in previous years. More than 40 businesses sponsored bikes along with locks and helmets for the kids, as well as food, water and snacks for the volunteers. Additional community support came from local businesses including Bella Bru Cafe, Lewis Operating Corp., River City Bank, Raley’s Family of Fine Stores, Alleghany Properties, UC Davis Children’s Hospital and many more. Fifty teams of volunteers attended workshops on how to build a bike in preparation of the event, hosted by Natomas Bike Shop. Businesses that helped build bikes included: SMUD, LeVangie Law Group, and N Magazine.

“It is so exciting to see the kids work with the volunteers and build their bike,” said NNTMA Executive Director Becky Heieck. “It’s humbling to know that so many local businesses support this event that provides sustainable transportation for our entire community and encourages a healthy lifestyle for our youth,” continued Heieck.

Bike recipients were nominated by local youth organizations and schools based on the following character traits – Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship.

“The Sacramento region has been a great home for Bella Bru so we want to support kids who are growing up here and help celebrate this special day with them,” said Liz Mishler, owner of Bella Bru Cafe.

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.

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