

FOR IMMEDIATE RELEASE
January 15, 2018

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NORTH NATOMAS TRANSPORTATION MANAGEMENT ASSOCIATION HELPS CHILDREN BUILD A BETTER FUTURE BY AWARDING 50 BIKES FOR 50 KIDS

*6TH Annual 50 Bikes for 50 Kids Program Welcomes 200 Volunteers to Help Children
Build 50 New Bikes on Martin Luther King Jr. Day, A National Day of Service*

WHAT: The 6th Annual 50 Bikes for 50 Kids community service event, sponsored by the North Natomas Transportation Management Association (NNTMA), welcomes 50 Natomas area children and 200 volunteers to help build the kids' newly awarded bicycles. The goal of the program is to teach kids the value of hard work, community spirit and volunteerism while introducing them to the healthy benefits of bicycling.

The event takes place on Martin Luther King Jr. Day, a National Day of Service. During the day, 50 deserving North Natomas kids will team up with volunteers to assemble their bikes.

Bike building will take place during two sessions at Natomas Middle School. From 9 a.m. to 11 a.m., an initial wave 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.

Kids in 5th - 12th grades, living, working or attending school in the North Natomas area, were nominated by local leaders and organizations for demonstrating traits such as respect, responsibility and citizenship. 50 amazing youth were selected and are on hand to assemble their bikes during the day's highly energized event. By working with volunteers, the kids have buy-in and experience firsthand the rewards of teamwork, volunteerism, and a sense of community.

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

WHEN: **Monday, January 15, 2018**
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 50 BIKES FOR 50 KIDS, 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.