

**FOR IMMEDIATE RELEASE**

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**Kids, Bikes, Volunteerism – It Doesn't Get Much Better**

*Over 200 Volunteers Will Team Up with Kids to Build 50 New Bikes on  
Martin Luther King Jr. Day, a National Day of Service*

**WHAT:** The 7<sup>th</sup> annual 50 Bikes for 50 Kids program, sponsored by North Natomas Jibe, recognizes Martin Luther King Jr. Day, a National Day of Service, by pairing up teams of volunteers with deserving kids to assemble their newly awarded bikes. By assembling their own bikes, kids gain a sense of ownership, pride and empowerment.

Bike building will take place during two sessions at the Natomas Middle School. From 9 a.m. to 11 a.m. 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. All of the bike recipients are outfitted with a new helmet and locks and can take part in a bike skills course.

Nominated by local organizations, fifty inspiring 5th – 12th graders are selected to receive bikes as an award for demonstrating traits such as respect, responsibility and citizenship.

Matched with volunteers and tools, the kids learn about teamwork and community as they build their bikes. At the end of the day, the kids will ride off on a new bike with pride, experience and knowledge they'll never forget, while many of the volunteers, ranging from novices to cycling enthusiasts, gain newfound knowledge on assembling the bikes. The event's strength lies with its ability to put a wrench in the hands of everyone. Both kids and volunteers learn a bit more about bicycle maintenance and ownership, which boosts everyone's self-confidence...ultimately creating a more bicycle friendly community.

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

**WHEN:** **Monday, January 21, 2019**  
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.

MORE INFORMATION ABOUT 50 BIKES FOR 50 KIDS AS WELL AS RECIPIENT BIOS CAN BE FOUND AT [jibe.org/50Bikes](http://jibe.org/50Bikes).

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*North Natomas Jibe – Walk. Bike. Bus. is a nonprofit 501c3 organization whose mission is to foster transportation behaviors that enhance placemaking in our community through advocacy, programs, education, and services. Learn more at [JIBE.org](http://JIBE.org).*