



August 21, 2018

For immediate release:

## **Provo Bicycle Collective pledges a 75-bike gift for Provo School District's Bike to School Week**

Every kid deserves a bike. That's why, in celebration of Provo School District's Bike to School Week (September 10-15, 2018), Provo Bicycle Collective has committed to giving away 75 free bicycles to children whose families cannot afford to purchase a bike for them.

The bicycles will be distributed through the Parent Teacher Associations of Rock Canyon, Timpanogos, Sunset View, Provost, Franklin, Provo Peaks, Spring Creek, and Edgemont elementary schools.

Some children have already received their bicycles (see attached photos), but most will receive them during Bike to School Week.

### **Why is this necessary?**

The National Center for Safe Routes to School found that only 2.2% of children biked to school in 2013. According to the Utah Department of Health, childhood obesity in Utah is rising as more children are driven or bussed to school. We hope these children use their new bikes to get to school each day and that they adopt an active, healthy lifestyle.

### **Contact**

Media professionals who are interested in filming or photographing children receiving their bicycles during Bike to School Week should contact Provo Bicycle Collective's director, Austin Taylor, at [austin@bicyclecollective.org](mailto:austin@bicyclecollective.org).