



FOR IMMEDIATE RELEASE
City of Duluth - Communications Office

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DATE: 4/26/2017

SUBJECT: Community Invited to Mayor's 6th Annual Bike Ride and Luncheon

BY: Pakou Ly, Communications Office

Community Invited to Mayor's 6th Annual Bike Ride and Luncheon

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[Duluth, MN] - The 6th Annual Mayor's Bike Ride and Luncheon will feature Mayor Emily Larson's *State of Bicycling in Duluth* address and keynote speaker Jason Hall of Slow Roll Detroit. Jason knows how to get people on bikes! Five years ago, he and co-founder Mike MacKool were experiencing the same struggle as others in their city. Instead of despairing after being laid-off, they reconnected with their city on bikes. With the idea of helping to repopulate Detroit, they started asking friends to join them for a weekly ride showcasing the positive things happening in their community and ultimately spreading love for the place they call home. What started as a three person ride quickly evolved into thousands of riders every week!

In addition to the Mayor's Bike Ride and Luncheon, Jason Hall will also be speaking at the Duluth DRAFT (A People for Bikes and Duluth Bikes meet-up) on Thursday, May 11 at 5:30 pm at the Red Herring and leading a Slow Roll Duluth bike ride on Saturday, May 13 at 3 pm showcasing positive things happening in Lincoln Park.

Participants can meet on May 12th by the front steps of City Hall, 411 West First Street (via Priley Circle) at 11:45 am to ride with Mayor Larson and Jason Hall to The Encounter, where the luncheon will take place. Lunch will begin upon arrival, and speakers will commence at 12:45 pm. Bike ride is free and open to all. Registration for lunch (\$10) and speaker is required at bit.ly/2017MayorBikeLuncheon

This event is part of Bus Bike Walk Duluth, an annual month-long community-wide celebration of biking, walking, and busing. Visit facebook.com/BusBikeWalkDuluth for a complete list of event details.

This event is presented by Essentia Health, maurices, Krech-Ojard Architects, MN Power, and Eagle Accounting, hosted by the Zeitgeist Center for Arts & Community and Healthy Northland through the Statewide Health Improvement Partnership, Minnesota Department of Health and in partnership with the City of Duluth.

This event will take place rain or shine.

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