



MEDIA ADVISORY

FOR IMMEDIATE RELEASE:
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Moreno Valley Citywide 'Safe Routes to School' Initiative Kicks Off with Bicycle Rodeo at ArtoberFest

WHAT: Moreno Valley elementary school students will bring their bicycles and helmets to the city's ninth annual ArtoberFest to learn safety skills and bicycle control during a Bicycle and Pedestrian Rodeo presented by Community Now and Safe Moves.

The bike rodeo serves as the official launching of a citywide Safe Routes to School initiative, in which 28 Moreno Valley and Val Verde Unified elementary schools will stage a "Walk/Roll/Scoot Day" during the school year, encouraging parents to leave their cars at home and let their children walk or ride a bike to school.

WHEN: 10 a.m. to 3 p.m., Saturday, October 8

WHERE: ArtoberFest
Moreno Valley Conference & Recreation Center
14075 Frederick St.
Moreno Valley 92553

DETAILS: Community Now is a Moreno Valley-based nonprofit organization dedicated to providing a healthier environment for students and educating the public on the advantages of walking or riding a bicycle to school, benefits that include reduced traffic congestion and lower rates of childhood obesity.

Community Now has partnered with Safe Moves to conduct bike rodeos on courses that resemble mini-cities, with the goal of making students cognizant of traffic hazards, employing proper bicycle etiquette and boosting pedestrian awareness. The bike rodeo is open to all Moreno Valley students from kindergarten to 12th grade.

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