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FOR INFORMATION CALL

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July 26, 2013

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## Riverwest 24 a spectacle of cycling endurance, neighborhood spirit

When the clock strikes seven and hundreds of cyclists begin a 24-hour circuit of the Riverwest neighborhood tonight, residents will enjoy more than just a bike race.

The **Riverwest 24** enters its sixth annual iteration as an increasingly high-profile spectacle that pits cyclists—solo and in teams—against a course of block parties, slalomed bike paths and river bridges, as well as an array of bonus checkpoints that test their creativity, community and commitment. Participants will be joined by enthusiastic neighbors, helpful volunteers and reveling spectators from around Milwaukee.

“Yes, we’ll be competing and pushing the limits of our cycling endurance,” **Alderman Nik Kovac**, a representative of the area and a regular participant in the race, said. “But the Riverwest 24 is about so much more than that. It’s about the community, and about celebrating all the things that make Riverwest a great, safe place to live.”

“This event wouldn’t go on if it wasn’t for the commitment and enthusiasm of the neighborhood,” **Alderwoman Milele A. Coggs**, who also represents a portion of the area, said. “From setup to execution to cleanup, it’s a display of local community cooperation that engages residents of all different ages, backgrounds and levels of involvement.”

Alderman Kovac will once again be part of a team representing City Hall, the “City Haulers,” consisting also of Matt Howard from the Office of Environmental Sustainability and Jeff Polenske, Patrick Hartmann, Kristin Bennett and Mike Loughran from the Department of Public Works.

The event begins **tonight, July 26 at 7:00 p.m.** at the starting line in the 2600 block of N. Pierce St., and riders will tackle the 4.6-mile course any way they’d like to earn points at check stations. The public is invited to join the celebration, which runs through 7:00 p.m. Saturday.

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