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FOR INFORMATION CALL

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July 25, 2014

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## **Cyclists, city officials gearing up for seventh annual Riverwest 24**

More than just a cycle race, the **Riverwest 24**, which starts **tonight at 7:00 p.m.**, will pit proud Milwaukeeans against a 24-hour endurance course filled with block parties, obstacles, puzzles and entertaining spectacle.

Now in its seventh year, the Riverwest 24 continues to grow in profile and popularity, said 3<sup>rd</sup> District **Alderman Nik Kovac**, a representative of the area and a regular participant. Riders earn points in 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.

“Whether you’re on a bike, part of the crowd or a Riverwest resident, being part of the Riverwest 24 is an absolute thrill,” Alderman Kovac said. “It’s really a celebration of all the things that make Riverwest a great, safe place to live.”

“It takes a lot of energy and commitment to get this event off the ground,” said 6<sup>th</sup> District **Alderman Milele A. Coggs**, who also represents a portion of the area. “The Riverwest 24 is a display of cooperation and enthusiasm of which Milwaukee can be very proud.”

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, Mike Loughran and Commissioner Ghassan Korbhan from the Department of Public Works.

The event begins **tonight, July 25 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 encouraged to join the celebration, which runs through 7:00 p.m. Saturday.

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