
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

May 1, 2015

Ald. Milele A. Coggs
(414) 286-2994

Motorcycle Safety Awareness Week 2015 kicks off this weekend

Motorcycle Safety Awareness Week, which was officially designated as a city event in legislation sponsored by **Alderwoman Milele A. Coggs** in 2013, kicks off this weekend.

“The month of May is National Motorcycle Safety Awareness Month, and here in Milwaukee we take great pride in setting the standard for American motorcycle culture,” Alderwoman Coggs said. “That standard includes making sure individual riders are using defensive and safe riding techniques, but it also requires the attention of every motorist on the road.”

The legislation establishing the event was approved following the death of **Vinencia Dawson**, who was killed in a motorcycle crash on June 30, 2013. Family and friends of Ms. Dawson testified before a Council committee and were in attendance at the Common Council meeting when it was adopted. The Dawson family will be honored (along with Alderwoman Coggs) during the **Brewtown Rumble at 3 p.m. on Sunday, May 17** at The Brewery (former Pabst Brewing Co. complex).

The city’s official designation for the event runs from **Monday, May 4 through Friday, May 8**, but local organizers have so far scheduled events that will take place on **Saturday, May 9**:

-More-

Motorcycle Safety Week/ADD ONE

- **Safety Day** will be held at Southeast Sales (Honda-Kawasaki-KTM), 6930 N. 76th St., from 10 a.m. to 3 p.m.
- **Bike Blessing** – Kingdom Warriors Riders for Christ, 1 p.m. to 4 p.m., 1170 W. Windlake Ave. (Desatar Ministry).

Both events are open to the public.

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