
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

July 29, 2016

Ald. Nik Kovac
(414) 286-3765

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

Powered by pedals and people, ninth annual Riverwest 24 takes off tonight

A pedal-powered spectacle of perseverance and community that **starts tonight at 7:00 p.m.**, the **Riverwest 24** will pit proud Milwaukeeans against a 24-hour endurance course filled with block parties, obstacles, puzzles and entertainment.

Now in its ninth year, the Riverwest 24 continues to grow in popularity, said 3rd District **Alderman Nik Kovac**, a representative of the area and a regular participant. This year, nearly 500 teams of riders will 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.

“It’s more than just a cycling event,” Alderman Kovac said. “It’s a celebration of the people who make Riverwest a great, safe place to live. Between riders, the volunteers who make this event possible and the spectators who come out to watch, almost everyone in the neighborhood plays some kind of role in the Riverwest 24.”

“The Riverwest 24 is a display of cooperation and enthusiasm of which the entire city can be proud, and an event that is uniquely ‘Milwaukee,’” said 6th District **Alderman Milele A. Coggs**, who also represents a portion of the race area.

The event begins **tonight, July 29 at 7:00 p.m.** at the starting line in the 2600 block of N. Pierce Street, and riders will tackle the 4.6-mile course any way they would like to earn points at checkpoint stations. The public is invited to join the celebration, which runs through 7:00 p.m. Saturday.

-30-