



July 26, 2019

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Riverwest 24 Encourages Cycling, Brings Community Together

Annual community ride begins this evening

With one downward stroke of the pedal at **7:00 p.m. today**, the 12th annual “tour de neighborhood” **Riverwest 24** cycling event will bring pedalers and revelers alike to Milwaukee’s Riverwest community. The 24-hour bicycling event isn’t a race as much as a community ride, and cyclists – solo and in teams – pedal through a course of block parties, slalomed bike paths, and river bridges – always with time to stop for bonus checkpoints emphasizing creativity, community and commitment.

“The event is a great way to promote cycling within an urban environment and show off the beauty of Riverwest,” Alderman Kovac said. “People come to cheer on riders, volunteer or bike around the neighborhood. The experience brings the entire community together, as all levels of cyclists join in the fun and people stay out even through the middle of the night to cheer on their friends and family.”

This year’s Riverwest 24 will attract about 1000 cyclists, more than 5 times the number from the event’s first year in 2007. The organizers provide a suggested route, but riders can also design their own path to victory. They must hit all four checkpoints along their route in order to receive a point, and bonus points are available through checkpoints that promote community activism. The winner is determined by number of points gathered, earning an ice sculpture and a case of their favorite local Milwaukee beer.

“The Riverwest 24 is an entirely unique experience to our city,” Alderwoman Coggs said. “There will be block parties, family activities, fun volunteer work and lawn chairs lined down the streets to cheer on the cyclists. It is so much more than a race, as it truly brings people across the community together.”

Check-in for riders will take place from noon to 6:00 p.m. today at **Club 99, 2579 N. Pierce St.** The public is invited to watch the event, and route information can be found at <https://www.riverwest24.com>.

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