
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

June 1, 2023

Ald. Andrea Pratt
(414) 286-2228

6th Annual Promise Zone Bike Ride set for Saturday, June 3

On Saturday, **June 3**, Alderwoman **Andrea M. Pratt** will host the 6th annual **Promise Zone Bike Ride** event, coordinated by the Northwest Side Community Development Corp., and showcasing the 30th Street Industrial Corridor.

The FREE, slow and family-paced bike ride will be **from 10:00 a.m. to 12:30 p.m.**, starting and ending at **Garden Homes Park**, 2600 W. Atkinson Ave. As in previous years, the event celebrates Milwaukee's determination in developing and providing opportunities to communities within the 30th Street Corridor.

The ride will feature stops throughout the updated **six-mile route** to highlight specific developments in the neighborhood. Starting at 9 a.m. there will be a **free mobile repair station** sponsored by DreamBikes, so please come early to get your bike tuned up and ready to ride.

The ride kickstarts Wisconsin Bike Week (June 3-10) and a new summer bike series called **Soul Roll MKE**, which will build excitement for a local green space that has the potential to connect surrounding neighborhoods with safe walking, biking and trails throughout the city and region.

The neighborhood ride will feature Green Tech Station, the Milwaukee Metropolitan Sewage District's West Basin development and Custer Playfield along the City's 30th Street Corridor, including the proposed location for a shared-use trail next to a 7.25-mile rail line that runs north from the Hank Aaron State Trail to Havenwoods State Forest. The trail will connect residents in Milwaukee's Northwest Side to the regional Route of the Badger trail network, expanding opportunities for Northwest Milwaukee residents to walk and bike safely in areas where they currently do not exist.

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Promise Zone Bike Ride/ADD ONE

As in previous years, numerous partners from Milwaukee are sponsoring this communal event and among them this year are the Northwest Side Community Development Corporation (NWSCDC), Black Girls Go Bike, Milwaukee County Parks, Rails to Trails Conservancy, Red Bike & Green, the Wisconsin Bike Federation, Bublr Bikes, MKE Recreation, DreamBikes, the Corridor (BID #37), Havenwoods Economic Development Corp., and the City of Milwaukee.

Alderdwoman Pratt said there will also be a limited number of bikes available to rent, free of charge, courtesy of Bublr Bikes, but riders must register in advance to ensure availability.

“I want to thank the Northwest Side Community Development Corporation (NWSCDC), the Wisconsin Bike Federation, Bublr Bikes, DreamBikes, and the rest of our sponsors and partners for all of the work and support they have provided to make the ride truly great,”

Alderdwoman Pratt said. “Please come out to Garden Homes Park on Saturday, and be ready to ride in this family-friendly event!”

There will be snacks, T-shirts and many great prizes (including free kids' bikes!).

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