



Friday, May 13, 2016

Media Advisory

City of Niagara Falls, Park in the City Committee

Ride of Silence Bicycle Event

WHEN: Wednesday May 18th, 2016 at 7:00 pm

WHERE: MacBain Community Centre – 7150 Montrose, Niagara Falls

NOTES:

The Ride of Silence is a procession style bicycle ride that is conducted simultaneously internationally to remember bicycle riders who were seriously injured or killed while travelling along roadways. The ride will be slow (20 km/h max.) while following the rules of the road. The event's intention is to also create awareness of the "Share The Road" initiative. There will be no road closures (single file, adhere to traffic stops) and helmets are mandatory.

The Park in the City Committee will host the Ride of Silence event starting at the MacBain Community Centre beginning at 7:00 pm. The route is approximately 10 km in length. Prior to the ride, Inception Cyclery will be on location providing complimentary bike checks starting at 6:00pm.

This ride is free (i.e. there are no registration, sponsorship or pledge fees required). It is suggested that black armbands be worn in memory of those who have been killed; red armbands are worn for those injured while riding.

BACKGROUND:

In May 2003, Chris Phelan organized the first Ride of Silence in Dallas after endurance cyclist Larry Schwartz was hit by the mirror of a passing bus and was killed. The ride was a solemn event, to remember Larry and all cyclists killed/injured while riding their bikes. It was suppose to be a one-time ride, but it has now become a worldwide event. Although cyclists have a legal right to share the road with motorists, the motoring public often is not aware of these rights, and sometimes not aware of the cyclists themselves. For more information on the Ride of Silence, please visit: www.rideofsilence.org.

- 30 -

CONTACT:

Jeff Guarasci, Community Development Coordinator
City of Niagara Falls, Recreation & Culture Department
P: 905 356 7521 e.3341 or Email: jguarasci@niagarafalls.ca