

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Cycle on 2nd Brings a New Spin on Bike Riding in the Rockford Region

Bicyclists attend event to promote biking in Rockford

FOR IMMEDIATE RELEASE

August 17, 2018

ROCKFORD, IL — Grab your bike, water bottle, a few friends and hit the streets of Rockford in the inaugural Cycle on 2nd biking event put on by I Bike Rockford. This event is a recreational non-competitive community bicycle ride taking place throughout the region.

From 7 a.m. to 9 a.m. on September 23, 2018 the southbound portion of N. 2nd St. from the Auburn interchange to State Street will be closed to vehicular traffic and only open to cyclists.

After the cycling event attendees are encouraged to head over to the Rockford City Market Pavilion where vendors will be set up from 9 a.m. to 11 a.m. for food, fun and games. The Olive Branch food truck will be offering breakfast sandwiches and other baked goods.

“We’re always excited by new events in the community and Cycle on 2nd promises to be a unique experience for cyclists,” said Mayor Tom McNamara. “Whether you’re an experienced or a casual rider, it’s a great opportunity to ride on North 2nd Street without cars and enjoy a new perspective on that road.”

If someone doesn’t have their own bike, or a way to transport it, renting LimeBikes is encouraged.

“Biking the streets of Rockford in an event like this helps build awareness of bicycle safety and encourages people to use alternative forms of transportation,” said Andrea Cook, RACVB associate director of marketing & communications. “Plus, it’s a fun way to see and experience the city on two wheels.”

Registration is not necessary, and the event is free to the public.

I Bike Rockford’s mission is to work so that more people of all ages, abilities and biking styles can say, “I bike Rockford” for fun, recreation and transportation.

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

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FOR MORE INFORMATION: Andrea Cook RACVB Associate Director of Marketing and Communication: 815.489.1664 or acook@gorockford.com