

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Cycle on 2<sup>nd</sup> Returns for a Second Year

Enjoy the beauty of Rockford's riverfront and downtown on two wheels!

### FOR IMMEDIATE RELEASE

August 8, 2019

**ROCKFORD, IL** — Grab your bike, water bottle, a few friends and hit the streets of Rockford in the second annual Cycle on 2<sup>nd</sup> biking event put on by I Bike Rockford. This event is a recreational, non-competitive community bicycle ride, free and open to people of all ages and abilities.

From 8 a.m. to 10 a.m. on Sunday, September 8, 2019 the southbound lanes of N. 2<sup>nd</sup> St. from the Auburn interchange to State Street will be closed to vehicular traffic and open only to people on bikes. Bicyclists may enter or exit the route at any location; the ride will officially kick-off in front of Rockford City Hall at State and N 2<sup>nd</sup> St. at 8 a.m.

During and after the cycling event attendees are encouraged to head over to the Rockford Park District Trolley Station (on Madison St. near the Jefferson St. underpass) where vendors will be set up from 8 a.m. to 11 a.m. for food, fun, and games.

"We're always excited by new events in the community and Cycle on 2<sup>nd</sup> offers 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 2<sup>nd</sup> Street without cars and enjoy a new perspective on that road."

"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. More details including extensive FAQs about the event may be found on I Bike Rockford's website: <http://ibikerockford.com/cycleon2nd>

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](http://www.gorockford.com)*

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