

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



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

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

### FOR IMMEDIATE RELEASE

September 9, 2021

**ROCKFORD, IL** — Grab your bike, water bottle, a few friends and hit the streets of Rockford in the third annual Cycle on 2<sup>nd</sup> biking event hosted 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 to 10 a.m. on Sunday, September 12, 2021 the southbound lanes of N. 2<sup>nd</sup> St. from the Auburn Street interchange to E. 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, at any time during the event. All riders should exit the route at 10 a.m. at which point the route will be reopened to vehicles.

Families with children of all ages are encouraged to participate in this event! A bike safety rodeo for kids will be held in the parking lot east of the YMCA (enter at Y Blvd and N. 2<sup>nd</sup> St.). During and after the cycling event attendees are encouraged to head downtown to enjoy coffee or breakfast at such places as Rockford Roasting Company, Magpie and more.

"We're always excited by creative and community-led events, and Cycle on 2nd offers a unique experience for people riding bikes," said Rockford 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."

"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 Dan Obert, RACVB marketing & communications manager. "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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