

For Immediate Release
June 27, 2007



******* Media Alert *******
Great Photo Opportunities

Cyclists Raise \$125,000, Ride 1,400 km, and Build a Habitat Home

WHAT: Habitat For Humanity Winnipeg, together with the 2007 Cycle of Hope cyclists, invite you to track their progress as they cycle 1,400 km north from Yellowstone, Wyoming to Winnipeg. On Saturday, July 14 – two whole weeks after departing – the cyclists will arrive in Winnipeg: just in time to attend the home dedication ceremony that was made possible through their determination and effort.

In the meantime, one of the cyclists will keep us informed of all the exciting stories through daily updates on the Cycle of Hope blog at www.habitat.mb.ca. Throughout the trip, the cyclists will also be available to do phone interviews.

WHO:

- 42 cyclists, 10 support workers, and one tireless blogger
- One low-income working family
- Sandy Hopkins, CEO, Habitat For Humanity Winnipeg

WHEN: Saturday, June 30 - Saturday, July 14, 2007

Agenda:

June 30, 5:00 a.m. – Cyclists depart from St. Norbert Community Centre
June 30 - July 14 – One intrepid cyclist documents their northbound adventures
July 14, 11:30 a.m. – Cyclists marshal at Chapel Lawn on Portage Avenue West
July 14, 1:00 p.m. – 2:00 p.m. – Police escort guides them through home stretch!
July 14, 2:00 p.m. – Cyclists attend home dedication at 223 Atlantic Avenue

**WHERE: Departure Site: St. Norbert Community Centre
Winnipeg, Manitoba**

2007 Cycle of Hope Blog: www.habitat.mb.ca

**Arrival at New Home: 223 Atlantic Avenue
Winnipeg, Manitoba**

CONTACT: For more information, to get in touch with a cyclist, or to RSVP, please contact:

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