



For Immediate Release

MARK YOUR CALENDARS-AUGUST 9, 2009

Muddy Waters 100 Cycling Event Partners with Habitat for Humanity Winnipeg

This unique event will be the one day per year that the City of Winnipeg closes down a major urban route so that cyclists of all skill levels and ages can ride together in a celebration of cycling and to support a great cause!

Winnipeg, MB., June 8, 2009 – The Muddy Waters 100 Cycling Event started over 15 years ago by a group of serious cyclists who wanted to participate in a 100 mile group ride. From those humble beginnings, primarily through word of mouth and providing a good experience to the riders, the number of participants has grown to approximately 225. The ride originally took place entirely outside the city of Winnipeg.

This year, the event organizers have turned to Habitat for Humanity Winnipeg (HFHW), which has a long history of organizing cycling events with Cycle of Hope and the Ride Around the Lake, to help develop the event into the most important annual celebration of cycling in Manitoba by facilitating participation of all levels of cyclists.

“After 15 successful years of organizing the Muddy Waters 100 Cycling event, we are very enthusiastic to now be partnering with Habitat for Humanity Winnipeg to make this event the largest and most exciting organized bicycle ride in Manitoba.” Said Don Dixon, Chair of the Muddy Waters 100 Cycling Event Committee.

“The Muddy Waters 100 Cycling Event allows cycling enthusiasts to enjoy a ride on the streets of Winnipeg and supports Habitat for Humanity Winnipeg at the same time.” said Ron Brown, Executive Director of Manitoba Cycling Association. “Muddy Waters has been a traditional event on the cycling calendar in Manitoba and this year a family urban ride has been added that will appeal to cyclists of all levels.”

“Cycling is a great way to stay healthy and enjoy the city,” said Manitoba Healthy Living Minister Kerri Irvin-Ross. “Physical activity in support of an important cause like Habitat for Humanity is a perfect combination, one that benefits Manitobans and their community.”

The event will consist of a number of distance options and will be supported with rest stops, first aid and mechanical support. “The ride will provide distance options of 25 km, 60 km, 100km and 100 miles (160km).” said Don Dixon, Chair of the Muddy Waters 100 Cycling Event Committee. “Successfully completing a 100 mile bicycle ride in one day – commonly referred to as the “century ride” – is considered by cyclists to be at the same level of athletic accomplishment as running a full marathon (26 miles).”

All riders will depart from the Forks Market at 9:00 a.m. on August 9th, head north on Main Street. At St. John’s Park, riders participating in the 25 km urban ride will part from the other three groups,

and ride to Kildonan Park via Scotia Street. After a lap of Kildonan Park, riders will head back onto Main Street, across the Chief Peguis Trail, north along Henderson Highway to McIvor, eastbound to Raleigh, then south to Chalmers, across to Archibald/Watt Street to Provencher Blvd. and back to the Forks. Winnipeg Police service will provide a ceremonial rolling closure of intersections at the start of the ride. The return to the Forks from Kildonan Park will not be escorted and City of Winnipeg traffic laws will be in effect.

“This ride will celebrate cycling on Winnipeg streets and highlight the City of Winnipeg’s efforts to increase active transportation options for the citizens of the city.” said Kevin Nixon, City of Winnipeg Active Transportation Coordinator. “We are very excited that it will feature the North Winnipeg Parkway (Scotia Street) and the Northeast Pioneers Greenway.”

The 60km, 100km and 100 mile riders will continue north on Main Street, clearing the perimeter and then heading to Lockport. The 60 km group will go as far as Lockport, the 100km group will travel to Selkirk and the 100 mile group will travel east on highway 44, before winding back through Birds Hill Park on their return to the Forks.

Registration for the event can be done online at http://www.habitat.mb.ca/cycling_muddywaters.html, or at the HFHW offices on the second floor, 60 Archibald Street from 8:00 a.m. – 4:00 p.m., Monday to Friday. Affordable registration and fundraising options are available for each individual ride. Family rates are also available.

**Register by July 26, 2009 and receive a complimentary t-shirt.
Final registration date is August 7th, 2009 at 4:00 p.m.**

HFHW is the local affiliate of an international not-for-profit organization and since 1987 has built 164 safe, decent, and affordable homes for low-income working families. Homes are purchased using a “no money down”, interest free mortgage.

For more information on HFHW and the Muddy Waters 100 Cycling Event, please visit www.habitat.mb.ca

For interview opportunities, please contact:

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