



\*\*\*\*\* **Media Alert** \*\*\*\*\*

## **Great Photo & Interview Opportunities**

### **Cycle of Hope cyclists to be police escorted to Habitat build site after 1,700 km journey and raising \$150,000.**

**WHAT:** Habitat for Humanity Winnipeg (HFHW), together with the 2010 Cycle of Hope cyclists and road crew invite you to an uplifting welcome home ceremony made possible through personal determination and perseverance. Tired but exhilarated after their 14-day, 1,700 km trek which began at Waterton National Park, Alberta, the 40 cyclists' journey ends as the the first day of the Habitat Blitz Build begins.

This is the 17th Cycle of Hope and to date the ride has raised over \$2,000,000 for HFHW. The 2010 ride will raise the \$150,000 needed to build a new Habitat home.

New Habitat homeowners Samuel, Bolaji and their three children, will be present to give words of appreciation to the cyclists and road crew. The cyclists will be available for interviews after the brief ceremony. There is also an excellent opportunity for photos as a police escort accompanies the cyclists up Portage Avenue through the final leg of their journey.

#### **WHO:**

- 40 cyclists six support vehicles and eight road crew
- One low-income working family
- Elaine Smith, Special Events Manager, HFHW
- Hundreds of Habitat volunteers and the family and friends of cyclists and road crew

#### **WHEN: Saturday, July 17, 2010**

**12:15 p.m.** (Departure time) – Cyclists will marshal at Chapel Lawn at Portage Avenue West, then ride with police escort through the Portage and Main intersection, over the Provencher Bridge, head north on Archibald and east over the Nairn bridge to the build site.

**1:00 p.m.** – Cyclists arrive at their sponsored Habitat home. Short program to follow.

**WHERE:** 887 Nairn Ave. (location of Samuel and Bolaji's new Habitat home) across from Dufresne furniture. Access through back lane between McCalman Avenue and Nairn Avenue.

**CONTACT:** For more information or to RSVP, please contact:

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