



***** **Media Alert** *****

Great Photo & Interview Opportunities

Cycle of Hope cyclists to be police escorted to Habitat build site after 1,600 km journey and raising over \$150,000!

WHAT: Habitat for Humanity Winnipeg (HFHW), together with the 2011 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, 1,600 km trek which began in St Louis, Missouri, the 46 cyclists' journey ends on the last day of the two-week Habitat Blitz build. The 2011 ride will raise more than the required \$150,000 needed to build a new Habitat home for new homeowners Yoseph and Lensa and their four children, who will be present to give words of appreciation to the cyclists and road crew.

WHO:

- 46 cyclists six support vehicles and eight road crew
- New Habitat Homeowners
- Elaine Smith, Special Events Manager, HFHW
- Hundreds of Habitat volunteers and the family and friends of cyclists and road crew

WHEN: Saturday, July 16, 2011 •12:45 p.m. (Departure time)

Cyclists will marshal at St. Vital Shopping Centre then ride with police escort down St. Mary's Road over the Provencher Bridge, head north on Archibald and east over the Nairn bridge to the build site. <http://www.gmap-pedometer.com/?r=2989323>

1:15 p.m. (Arrival time) – Cyclists arrive at their sponsored Habitat home. Short program to follow.

WHERE: 857 Nairn Ave. (location of Yoseph and Lensa's new Habitat home) across from Dufresne furniture. Access through back lane between McCalman Avenue and Nairn Avenue.

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