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The Minneapolis Foundation and Nice Ride Minnesota Team Up for #TourDeNice

For Every Nice Ride Trip Taken July 9, the Foundation Will Donate to Local Nonprofits

MINNEAPOLIS (June 29, 2016) — France has its Tour de France. Australia, the Tour Down Under. Now you can break away from the pack and join The Minneapolis Foundation and Nice Ride Minnesota for the #TourDeNice – a bike sharing challenge!

On Saturday, July 9, people all over Minneapolis-Saint Paul can raise money to support community needs simply by hopping on a Nice Ride bike. Riders 18 and up—from first-time Nice Ride users to seasoned cyclists—are all encouraged to participate in this community-wide event.

The #TourDeNice will kick off in downtown Minneapolis, where a dozen cyclists representing local charities will ride in a challenge designed around the Nice Ride network. These nonprofit riders will start and finish at Gold Medal Park, competing to see who can visit the most Nice Ride stations between 9 a.m. and 11 a.m.

Simultaneously, for every Nice Ride trip taken by anyone, anywhere in Minneapolis-Saint Paul on July 9, The Minneapolis Foundation will donate \$1 (up to \$5,000) to a “winner’s pot.” The pot will be divided between the top three nonprofit riders in the Tour and will be donated to the organizations they represent.

“Minneapolis is a great bike city and a great city for philanthropy,” said R.T. Rybak, The Minneapolis Foundation’s President and CEO. “We are combining those two parts of Minneapolis to have fun while giving back.”

Rybak explains the #TourDeNice and tours some of his favorite bikeways in this short video: <https://youtu.be/FweX4qbUOCO>.

“The cyclists participating in the nonprofit challenge are riding in support of a variety of great local causes,” said Nice Ride spokesman Ian Reed. “People all over the Twin Cities can support them simply by hopping on a Nice Ride bike – so start pedaling!”

This year’s #TourDeNice follows on the heels of the wildly successful #NicestDayEver, last year’s partnership between The Minneapolis Foundation and Nice Ride. On June 27, 2015, the #NicestDayEver, Minneapolis-Saint Paul set a new bike sharing record, with 5,613 Nice Ride trips logged in a single day – triggering a \$5,613 donation to charity.

#TourDeNice challenge results will be announced on Sunday, July 10. To learn more about the #TourDeNice and see a list of nonprofit riders, go to www.minneapolisfoundation.org/tourdenice.

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About The Minneapolis Foundation: For more than 100 years, The Minneapolis Foundation has connected people, resources, and ideas to enrich our community and the world. The Foundation manages more than \$700 million in assets, providing customized and tax-smart giving solutions that result in the average annual distribution of more than \$50 million in grants. The Foundation brings people together to unite behind common goals and spark positive change in our community. www.minneapolisfoundation.org

About Nice Ride: Launched in 2010, Nice Ride Minnesota is the nonprofit organization that operates the Twin Cities bike sharing system. Our mission is to enhance the quality of our urban life by providing a convenient, easy-to-use bike sharing program that will provide residents and visitors a healthy, fun, and reliable way to get around town. We are part of a growing community of people and organizations working for active lifestyles, vibrant cities, and livable public spaces. We’re helping build that community by making it easy for everyone to ride a bike and to feel safe and welcome while riding. www.niceridemn.org