



Contact:

Sarah Lemagie
PR & Communications Officer
The Minneapolis Foundation
slemagie@mplsfoundation.org

Desk: (612) 672-3877

Cell: (612) 986-0916

**The Minneapolis Foundation and Nice Ride Minnesota
to Make June 27 the #NicestDayEver**

*To Celebrate Its Centennial, the Foundation Will Donate \$1 to Charity
for Every Nice Ride Trip on June 27*

MINNEAPOLIS (June 22, 2015) — When is the #NicestDayEver? If you want to take one of Nice Ride Minnesota's green bikes for a spin, the answer is Saturday, June 27. That's when The Minneapolis Foundation and Nice Ride will team up with the goal of helping the Twin Cities set a new record for the most Nice Ride bike trips ever recorded in a single day.

Riders 18 and up—from first-time Nice Ride users to seasoned cyclists—are all welcome at this city-wide celebration of bike sharing and community building, which marks the 100th anniversary of the Foundation's establishment in June 1915. "We're thrilled to help the Foundation celebrate its Centennial by setting a new bike sharing record," said Nice Ride spokesman Anthony Ongaro. "If you've ever wanted to try out a Nice Ride bike, June 27 is the day to do it." Nice Ride's current single-day ridership record was set on July 26, 2014, when 4,486 trips were taken on Nice Ride bikes.

"I can't think of a better way to celebrate our 100th birthday than by inviting everyone in the community to get outside and enjoy our beautiful city," said Sandra Vargas, President and CEO of The Minneapolis Foundation.

For every Nice Ride trip taken anywhere in the Twin Cities on June 27, The Minneapolis Foundation will donate \$1 to Free Bikes 4 Kidz, a local nonprofit that provides bikes for kids in need across the Twin Cities.

In addition, The Minneapolis Foundation and Nice Ride will provide complimentary helmets and 24-hour passes from 9 a.m. to noon at select stations. Nice Ride staff will be on hand to fit helmets and show first-time users how the bike sharing system works.

Complimentary helmets and passes will be provided at these stations:

- Loring Park Station (north side near Harmon Place)
- 100 Main Station (St. Anthony Main)
- Theodore Wirth Beach (Glenwood Ave.)
- Midtown Greenway & 5th Ave. S
- Lake St. & Knox Ave. S
- Minneapolis Farmers Market (Border Ave. and 3rd Ave. N)

A map of the stations is available at www.niceridemn.org/centennial/. In the event of inclement weather, the event may be held on June 28. Visit www.mpls100.org/events for updates during the week of June 22.

###

About The Minneapolis Foundation: For 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.mpls100.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