



FOR IMMEDIATE RELEASE

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## **DOWNTOWN NORFOLK CELEBRATES BIKE MONTH THROUGHOUT MAY**

NORFOLK, Va. – (April 2017) – Downtown Norfolk Council has joined forces with the City of Norfolk, HRT's TRAFFIX program and Festevents to celebrate [Norfolk Bike Month](#) throughout May. With the newly opened bike lanes and a fully connected Elizabeth River Trail, it's never been easier to ride your bike into and around Downtown. Scheduled events encourage and reward bike riders with giveaways throughout Downtown.

**May 1, 5 p.m. First Fridays, MacArthur Center Green**

The first 25 bikers to use event bike racks will get a free beer ticket and bike goodie bag. The event includes a Cinco de Mayo celebration and live music with Bio Ritmo.

**May 7, 12 p.m. Bike Part Swap, Pagoda & Oriental Garden**

Carry Norfolk and NFK Creatives are hosting a free swap meet for bikers to talk shop, meet local cyclists, trade bike parts and see what others have to sell, trade or give away.

**May 15-19 National Bike to Work Week**

Bike to Work Day is May 19, and a pit stop will be located at The Plot from 7 to 9 a.m. with incentives, fruit and water. Riders headed into Downtown can also visit other pit stops in Chelsea, Ghent, MacArthur Square and TowneBank Fountain Park.

**May 19, 8 p.m. Glow Ride, The Plot**

The second nighttime mass bike ride takes place through Ghent, Freemason and under the Lights over Granby. Decorate your bike in glowing and neon gear and meet at The Plot to ride with friends.

**May 20, 10 a.m. Blessing of the Bikes, TowneBank Fountain Park**

Festevents invites all riders to launch a summer of biking on Norfolk's beautiful Downtown waterfront with a short blessing over bicycles and then a ride on the Elizabeth River Trail.

**May 31, 5 p.m. Bikes, Brews & Baseball, Smartmouth Brewing Co. & Harbor Park**

Friends of the Elizabeth River Trail & NFK Creatives will meet up at Smartmouth's tasting room and then do a group bike ride along the Elizabeth River Trail to a Tides game at Harbor Park.

Downtown Norfolk Ambassadors will hand out prizes to riders throughout the month, plus a social media contest will raffle off bike gear donated by East Coast Bicycles. Festevents is also providing bike valet parking at the Spring Wine Festival and Beer Fest.

For a list of citywide Bike Month activities, visit [www.NorfolkBikeMonth.com](http://www.NorfolkBikeMonth.com) . On Twitter, access #nfbikemonth or #downtownlikesbikes.

Downtown Norfolk Council (DNC) is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 48-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit [DowntownNorfolk.org](http://DowntownNorfolk.org).

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