



FOR IMMEDIATE RELEASE

Tuesday, May 8, 2012

For more information:

Aaron Traywick
ValloCycle Projects Coordinator
334.318.6151

Courtney Bennett
ValloCycle Public Relations Director
256.225.6653

**MONTEVALLO COMMUNITY CELEBRATES HEALTH, SUSTAINABILITY
AT CICLOVÍA-THEMED FAMILY FUN AND FITNESS DAY**

Montevallo, AL — Over 800 visitors met at Orr Park during the last weekend of April to participate in Montevallo's Ciclovía-themed Family Fun and Fitness Day, with a new "green" twist this year. The annual event, now in its 4th year, expanded its health and fitness focus to include sustainability and environmental education. Co-hosted by ValloCycle: the Montevallo Bike Share, the "Get Moving, Montevallo!" city-wide fitness initiative and the Montevallo Park and Recreation Board, this event raised over \$500 to benefit the Montevallo Boys' and Girls' Club.

A 3-mile bike ride was the main event of the Ciclovía-themed Family Fun and Fitness Day. Alabama Bicycle Coalition representative Doug Daughhettee coordinated the ride, educating riders about commuter cycling education and emphasizing the importance bicycling safety and right-of-way on challenging state highways. ValloCycle also provided free bicycle and roller skate rentals during the event.

Presentations from local mountain unicyclist Jeff Weimer brought a new level of outdoor activities to the venue, as did presentations by Danny Arnias of the Birmingham Fencing Club and rock-climbing enthusiast Patrick Wilder. Activities to exercise on-site included a run for students from Montevallo Elementary and Middle schools, as well as a hike led by Southeastern Outings.

This year's Family Fun and Fitness Day featured sustainability-themed activities and vendors for the first time. Representatives of J3Organics, Backyard Pantry, and Montevallo Permaculture Enthusiasts educated visitors on the "growing" possibilities for personal forays into organic gardening. Auntie Litter of Homewood and the CommuteSmart Program provided visitors with key information about local resources for incorporating sustainable practices into everyday life. Dr. Michael Sterner provided safe glimpses of the sun through the James Wylie Shepherd Observatory's solarscope.

On Saturday, April 28, Eclipse Coffee and Books hosted an opening event for the Ciclovía-themed Family Fun and Fitness Day, featuring 3 live local bands and a tasting from Gadsden-based Back Forty Beer Company, which played a key role in connecting the University of Montevallo community with Sunday's primary festivities and themes.

This charitable event was made possible by our sponsors the City of Montevallo Park & Recreation Board, the University of Montevallo Student Government Association, the University of Montevallo Department of Student Affairs, This is Bliss, LLC Therapeutic Massage & Spa, Eclipse Coffee and Books and Back Forty Beer Company.

ValloCycle, "Get Moving, Montevallo!" and the Montevallo Park and Recreation Board hope to continue to inspire our community to actively participate in fitness, sustainability and environmental initiatives in our area, which is quickly becoming a sustainability landmark in the state of Alabama.