



FOR IMMEDIATE RELEASE

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PASADENA CYCLISTS TO COMMEMORATE FALLEN RIDERS

PASADENA, CA: On May 16, 2018 at 7:00 PM, the Ride of Silence (now in its sixteenth year) will traverse and unite the globe as nothing before it. Cyclists will take to the roads in a silent procession to honor cyclists who have been killed or injured while cycling on public roadways. Although cyclists have a legal right to share the road with motorists, the motoring public often isn't aware of these rights, and sometimes not aware of the cyclists themselves.

The Ride of Silence is a free ride that asks its cyclists to ride no faster than 12 mph, wear helmets, follow the rules of the road and remain silent during the ride. There are no registration fees. The ride, which is held during National Bike Month, aims to raise the awareness of motorists, police and city officials that cyclists have a legal right to the public roadways. The ride is also a chance to show respect for and honor the lives of those who have been killed or injured.

The Pasadena ride encourages participants of all abilities to join the event. The event starts at 6:15 p.m. at the Rose Bowl (Lot K). A brief ceremony remembering family and loved-ones who lost their lives while riding their bicycle, will be held followed by ride protocol and safety instructions. The ride will return back to the Rose Bowl around 7:45 p.m. where there will be a taco truck located at the finish (Lot K).

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If you would like more information about this topic, please call Thomas Cassidy at 626-376-1230 or email trcassidy@gmail.com