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MEDIA ALERT

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### Variety to Award More Than 100 Bikes to Cedar Rapids Children

**Variety – The Children’s Charity of Iowa** will distribute brand new bikes, helmets and locks October 31 at 10 a.m. to more than 100 pre-selected children as part of its Bikes for Kids program. In addition to receiving bikes, members of the Cedar Rapids Police Department will have each child sign a safety certification.

The event will take place at Mercy, 701 10<sup>th</sup> Street SE in Cedar Rapids. The bikes will benefit children from Waypoint Services and the HD Center.

Variety’s **Bikes for Kids** program provides new bikes, helmets and locks to children have never had their own bike, new or old. Variety works with a designated school district/community to provide the names of qualified children between the ages of 5-12. Once the children are identified, they are asked to complete a form telling why they would like a new bike, where they would ride it and how they would take care of it. Upon receipt, Variety notifies the children that they have won a new bike, helmet and lock. Bikes for Kids is part of Variety’s Kids on the Go! program.

**Kids on the Go!** aims to help kids gain mobility, confidence, freedom, independence and the chance to join in the life of their community. The program *has* four components...bikes, specialized bikes, durable medical equipment and vans. Each of these provide recreational, therapeutic and transportation opportunities for children.

**Variety** is dedicated to improving the lives of underprivileged, at-risk and special needs children throughout Iowa. Funding is provided to programs and initiatives the directly impact the well being of children in our community. For more information on how you can be a part of our work, please visit [varietyiowa.com](http://varietyiowa.com).

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