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For Immediate Release

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Variety- the Children's Charity Joins RAGBRAI 2017

Variety to Award 150 New Bikes to Children Across the State

Variety- the Children's Charity will be awarding 150 bikes, locks and helmets to underprivileged and at-risk children during RAGBRAI 2017.

As part of Variety's [Bikes for Kids](#) program, Variety has teamed up with RAGBRAI and will present brand new bikes, locks and helmets to children in four overnight towns; Clear Lake, Charles City, Cresco and Waukon.

"Variety believes every child deserves to ride and is thrilled to collaborate with RAGBRAI for the second year to present bikes to deserving children," said Sheri McMichael, Executive Director of Variety. "RAGBRAI is a natural partner for our Bikes for Kids program and will enable Variety to take the program statewide."

Variety is working with schools and children's organizations in each partner overnight town to identify children in need of a new bike. Variety will also have booth space in partner overnight towns to raise awareness for Variety's traditional and specialized bike programs and collect donations. Variety's RAGBRAI schedule is as follows:

Clear Lake – 5:30 p.m. at the Main Avenue Stage

Charles City – 4:30 p.m. on Main Stage at Jackson and Blunt

Cresco – 4:30 p.m. in front of the Cresco Theatre

Waukon – 4:00 p.m. in the parking lot between Kwik Star and Houg Insurance

"Once again, RAGBRAI is excited to partner with Variety - the Children's Charity during this summer's RAGBRAI event across northern Iowa." said T.J. Juskiewicz, RAGBRAI Director, "RAGBRAI strives to leave a legacy in our host communities and make them more bike-friendly. We applaud Variety - the Children's Charity's awarding of new bikes, locks and helmets to underprivileged and at-risk children in our RAGBRAI communities!"

variety the children's charity of iowa

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All funds raised during RAGBRAI will be designated to Variety's Bikes for Kids program. Learn more at varietyiowa.com/ragbrai.

Bikes for Kids

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. Children who are identified by the school/community are asked to fill out an application detailing why they would like a new bike. Upon receipt of the applications, the children are told they have won a new bike. During the bike presentation, each child is fitted with a helmet and signs a pledge to ride safely and responsibly.

About Variety

Variety is dedicated to improving the lives of underprivileged, at-risk and special needs children throughout Iowa. Funding is provided to programs and initiatives that 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

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