



NEWS RELEASE

FOR IMMEDIATE RELEASE
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Contact: Kathleen Hoyle, Director
Parks, Recreation &
Senior Citizen Services
(269) 329-4522

Be Bright! Free Bike Lights for the Public

Portage Parks & Recreation will illuminate cyclists on Thursday, October 7.

Thanks to the sponsor, Bike Friendly Kalamazoo, free bike light sets will be handed out at Celery Flats Pavilion (7335 Garden Lane) between 5:30 – 7 PM for those wanting to increase their visibility during bike rides. **A bike must be present to receive the free bike light set.**

Staff and rangers will install the lights and provide a brief tutorial on how they work. This event is first come, first served, while supplies last. Parks staff and rangers will be wearing face masks and sanitizing hands before each installation. Please remember to remain six feet apart from others while in line.

This event is part of the Be Bright! Campaign which advocates for riders to be visible with bike lights. Even though wearing bright shirts and reflective vests do help with visibility, adding bike lights to a bicycle helps riders stand out in all conditions. By offering these for free, Portage Parks & Recreation and Bike Friendly Kalamazoo hope to make visibility while riding accessible to all cyclists.

For more information, call Portage Parks & Recreation at (269) 329-4522.

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CITY OF PORTAGE | PARKS & RECREATION
7900 South Westnedge Avenue
Portage, MI 49002
269-329-4522 | mypark.portagemi.gov

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