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NEWS RELEASE

MAYOR BOB FILNER ANNOUNCES CICLOSDIAS!

(San Diego) – Mayor Bob Filner announced today that San Diego will have its very own “bike” day by declaring Sunday, August 18, 2013, CICLOSDIAS! The Mayor will participate in this day of biking as a way to promote community health, to raise awareness about sustainability and climate change by promoting transportation alternatives like riding a bike and also to cultivate a sense of community.

“August 18th will be a day where we can all experience what it would be like to have a city that is truly bike friendly. I look forward to that bike ride in August and hope that CicloSDias will become as much a part of San Diego as surfing at the beach or catching a Padres game,” said Mayor Filner.

CicloSDias is named after Ciclovía, which literally translated means “bike path.” It’s a groundbreaking event that began in Bogota, Colombia which draws more than a million people to walk, bike and skate more than 70 miles of streets opened to the public and closed to automobile traffic every week.

In San Diego, the route will start at Logan Heights, on 30th street at K Street, to City Heights (Cherokee Point Elementary School) via Golden Hill, South and North Park. The route, approximately 4.6 miles, will be continuous through popular family-oriented neighborhoods, including hundreds of businesses, and in areas where residents have been vocal about increasing the quality of life in this part of the City.

“The beauty of our City is stunning when taken in on a bike ride. This is just the first step. We will work towards opening our streets to pedestrians and bikers from the north to the south and east to west. This will be good for our bodies, our souls and our city,” said Mayor Filner.

Mayor Filner also unveiled a new bike corral at 1295 University Avenue in Hillcrest. Mayor Filner says such amenities make neighborhoods better and help create safe, livable streets. The corral was paid for by the Business Improvement District (BID) Council and the City handled installation of the bike racks.

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