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**CRIM FITNESS FOUNDATION ANNOUNCES 2ND ANNUAL HEALTHPLUS TOUR DE CRIM
Bicycle Ride on the Crim 10 Mile Course to Include Updated Obstacles, Lower Age Limit**

(FLINT, Mich) – The Crim Fitness Foundation is inviting the community to experience the Crim on two wheels! The second annual HealthPlus Tour de Crim bicycle ride, taking place 11 a.m. to 3 p.m. Saturday, May 17 in downtown Flint, will offer new and fun obstacles, lower age limits and more festival lot activities.

The 10 mile bicycle ride along the famous Crim blue line course will include improved obstacles and has a lower age limit of 8 years and older for participation. The post-ride festivities will include interactive art stations, music, food, Michigan Microbrews, soft drinks and artisan breads.

“There’s a little something for everyone, from families to serious cyclists. You can enjoy the ride at your own pace, challenge yourself at the obstacles and celebrate the atmosphere with live music and food. We’re also incorporating the chance to create your own art using bicycles and bike parts,” said Active Living Director Lauren Holaly-Zembo.

In addition, the Crim has partnered with General Motors to emphasize the importance of alternative transportation in Genesee County and sharing Michigan roads. In addition to enjoying all the festivities, HealthPlus Tour de Crim riders will have an opportunity to take a pledge to be safer bicyclists and motorists,.

“Events like the HealthPlus Tour de Crim are proof there is a clear interest in health and physical activity in this community,” said City of Flint Mayor Dayne Walling. “As we move into the implementation stage of our city’s master plan, it’s exciting to see community organizations, businesses and residents working together to create opportunities to be safe and active. All of these partnerships and opportunities will help make Flint an active, vibrant community.”

The Crim Fitness Foundation cultivates accessible, vibrant communities in Flint and Genesee County, encouraging people to lead healthy lifestyles with the integration of physical activity, healthy eating, and mindfulness into their daily lives. From the HealthPlus Crim Festival of Races with its legendary 10 Mile race, to school and summer youth programs, to advocating for green spaces and safe walking and biking pathways, the Crim helps residents be active and healthy all year long.

For more information about the HealthPlus Tour de Crim, contact Theresa Roach, Communications & Outreach Manager at 810-235-7894 or troach@crim.org.

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