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**CELEBRATE NATIONAL BIKE MONTH WITH THE CRIM FITNESS FOUNDATION
Community Invited to Celebrate Bicycling at HealthPlus Tour de Crim with Bike Ride, Art, Games**

(FLINT, Mich) – May is National Bike Month! Celebrate the joy of bicycling with the Crim Fitness Foundation during the organization’s second annual HealthPlus Tour de Crim bicycle ride, taking place Saturday, May 17 in downtown Flint. An 11 a.m. mass start will begin the bicycle ride.

Registration is open now through event day. So far, more than 500 people have signed up for the bicycle ride along the famous HealthPlus Crim Festival of Races 10 mile course – a 40 percent increase since the inaugural event in 2013, said Event Coordinator Alexandria Harris.

“This year we’re anticipating 800 to 1,000 bicyclists. It’s really exciting to see the event grow so quickly and to watch the bike culture become more and more visible in Genesee County,” said Harris.

The HealthPlus Tour de Crim includes obstacles along the way and post-ride festivities until 3 p.m., including interactive art stations, live music, food, Michigan microbrews, soft drinks and artisan breads. Bicyclists, ages 8 and older, can register now through May 17. Online registration ends May 14. Onsite registration will take place 9am – 10:30am Saturday, May 17 at the festival lot’s registration tent.

“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 and the League of Michigan Bicyclists to educate residents on creating safe roads for bicyclists and motorists. 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.

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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