



FOR IMMEDIATE RELEASE

EVENT: Sunday Streets Missoula

DATE: Sunday, Sept. 9, 2018

TIME: 12 p.m. to 4 p.m.

WHERE: Higgins Ave (the XXXX's to 5th St.)

Sept. 4, 2018

Sunday Streets Missoula transforms downtown with a car-free, people-powered Higgins Avenue on September 9

Missoula in Motion invites the public to Jump off the sidewalks and take back the asphalt during Sunday Streets Missoula next Sunday, Sept. 9, from noon to 4 p.m. The event temporarily closes Higgins Avenue to car traffic and opens it up to people for walking, biking, running, skateboarding and enjoying all kinds of free, fun activities. Sunday Streets celebrates Missoula's bikeable and walkable nature with more than 50 activities for all ages and abilities. From hula hooping, street art, fitness classes and bike polo to contra dancing, guitar lessons and more, there is something for everyone! There's yoga, Oula and -- new this year -- Barre on the Bridge, as well as live music by local bands West Fork and Red Onion Purple. A complete list of scheduled activities is available at SundayStreetsMissoula.org or at Sunday Streets Missoula on Facebook.

Again this year, Sunday Streets Missoula kicks off a week-long celebration of sustainable transportation known as Walk & Roll Missoula (formerly Bike Walk Bus Week) set for Sept. 9-15. After taking the opportunity to explore active modes of transportation in a comfortable and safe environment during Sunday Streets, attendees will be inspired to take the pledge to participate in Missoula's second annual One Less Car Day the following Wednesday, Sept. 12.

Sunday Streets Missoula encourages all ages, all interests and all abilities to be active, support local businesses and rethink how our community can be more livable.

Missoula in Motion is an integral part of the City of Missoula's Transportation Planning Division. Its mission is to increase the use of sustainable transportation in Missoula through education, incentives and programs. Missoula in Motion sponsors Sunday Streets with help from event sponsors.

Sunday Streets Missoula Mission:

Sunday Streets Missoula highlights Missoula as a bikeable and walkable community by encouraging citizens to experience Higgins Avenue as a traffic-free community gathering place. Promoting healthy activity, people-powered transportation, public space and local business, Sunday Streets Missoula builds on a long tradition of using our streets for public activities.

Contacts for interviews:

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