

For Immediate Release

05/24/2011

EVENT: Sunday Streets Missoula

DATE: Sunday, June 5, 2011

TIME: 10am – 4pm

WHERE: Higgins Ave., from the X's to 5th St.

4th St. from Higgins to Toole Park

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Sunday Streets Missoula

Higgins Avenue Goes Car-Free for Sunday Streets Missoula

MISSOULA, MONTANA – May 24, 2011

Sunday Streets Missoula is a FREE community event providing a venue for fun, spontaneous, on-street activities, shopping and dining in Downtown Missoula. The Downtown Business Improvement District, Missoula In Motion, and Missoula Parks and Recreation, are presenting this opportunity to enjoy Higgins Avenue in a different way. On Sunday, June 5 from 10am - 4pm, Sunday Streets Missoula returns to Higgins Avenue by opening the street completely for bicycle and pedestrian traffic.

Inspired by the renowned Ciclovía of Bogotá, Colombia (where residents enjoy 72 miles of car-free streets every Sunday!), the inaugural Sunday Streets Missoula last fall saw over 3,500 people from all Missoula neighborhoods and surrounding communities participate in this new tradition that promotes physical fitness, builds neighbor-to-neighbor relationships and supports active transportation.

In Missoula, community members will have the opportunity to engage in street-level activities other than driving. "We are so excited to be participating in Sunday Streets again this year, as a business and a neighborhood," says Charlie Beaton, owner of Big Dipper Ice Cream, "The vibe on the street was great last fall and we can't wait to have everyone back enjoying Higgins from a different perspective." Whether you want to walk down the center of the Higgins Bridge, take your time shopping, or participate in an outdoor fitness class, there will be something for everyone at Sunday Streets Missoula.

Sunday Streets Missoula promotes healthy physical activity, supports active transportation choices and celebrates Missoula as a bikeable and walkable community. Sunday Streets Missoula events include the Office of Neighborhoods "Neighbor Day" proclamation and birthday celebration; a 1.6 mile Ciclovia-style bike route; a bounce house; free yoga, dance and fitness classes; arts & crafts activities; local nature walk; bike maintenance stations; Aikido demonstrations; dog training; urban golf; wellness screenings; gymnastics; a climbing wall; roller derby; gondola rides; free bike rentals, and many more.

Other cities around the United States have already hosted or are planning to host their own version of a Sunday Streets celebration or Ciclovía, including Spokane, New York City, Chicago, San Francisco, Portland, Los Angeles, Atlanta, Miami, Durham and Paducah, Kentucky!

For more information or to get involved as a volunteer or sponsor, please visit <u>sundaystreetsmissoula.org</u>.

Sunday Streets Missoula Mission

Sunday Streets 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.