

make**TODAY**count!

July 30th Critical Mass Bike Ride

The Weld County community health campaign, *Make TODAY Count!*, announces a critical mass bike ride. The ride is open to the public and will begin at the Greeley Farmer's Market at 902 7th Ave. on Tuesday, July 30th, 2013 at 11 AM.

Bicycle transportation has many benefits, such as providing exercise, reducing impact on the environment, and saving money. The goal of this critical mass ride is to draw attention to those benefits, to heighten awareness throughout the community of great bicycle connections and safe routes, and bring public attention to areas still in need of improvement.

The ride will last about an hour, and wind through downtown Greeley with a stop at a local community garden. Cyclists must follow all traffic laws and are required to wear a bike helmet. There will be a prize drawing held at the end of the ride.

The *Make TODAY Count!* campaign is a three-year effort to build a stronger and healthier community. *Make Today Count!* is working together with community partners to improve well-being, increase healthy eating and increase active living. *Make TODAY Count!* is powered by a growing collaboration and commitment of individuals, agencies, and businesses throughout Colorado's Weld County. It is supported by community benefit grants from Kaiser Permanente and The Colorado Health Foundation, and coordinated by the North Colorado Health Alliance.

For more information, please contact Carlee Rosen at crosen.alliance@nocoha.org or 970-350-4673. For more about *Make TODAY Count!*, visit maketodaycount.org or follow us on facebook at [facebook.com/ MakeTodayCountCampaign](https://facebook.com/MakeTodayCountCampaign) .