



# COUNTY OF KENOSHA

## OFFICE OF THE COUNTY EXECUTIVE

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For Immediate Release

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### Events set to encourage bicycle riding and to promote the arts

*“Think about bicycles as rideable art that can just about change the world.” ~ Grant Petersen, bicycle designer/author*

**Kenosha** – In an effort to get Kenosha rolling this summer, a series of events are being planned, culminating with an auction of rideable art bicycle sculptures.

Kenosha County Executive Jim Kreuser, the Kenosha County Multi-use Trail Committee, the Kenosha Bicycle Ambassadors, and ExposeKenosha will be sponsoring the events with the goal of promoting bicycle use, and bicycle safety and to lead toward making Kenosha County a “bike friendly” place.

Forget the painted fiberglass sculptures of years gone by. For a few weeks this summer, Downtown Kenosha will feature rideable art with a Bicycle Public Art Project. Bicycles will be transformed as Public Art, but still must be rideable. The bike art will be auctioned on Saturday, July 11<sup>th</sup> as part of the Downtown Kenosha Second Saturdays festivities to raise money for the arts.

A “Call for Art” for artists wishing to participate by creating a sculpture will be issued soon. Artists interested in participating are asked to contact Francisco Loyola at [franciscoloyola@gmail.com](mailto:franciscoloyola@gmail.com).

Downtown Businesses and Organizations are also being asked to sponsor a bicycle and to display it. To sponsor a bicycle, also contact Loyola at [franciscoloyola@gmail.com](mailto:franciscoloyola@gmail.com).

Bike to Work Week will be encouraged in Kenosha County from June 6-13, 2015. Every time someone bikes to work during that week, they will be encouraged to submit a prize entry form. More details will be unveiled as the week draws closer.

County Executive Kreuser will again host the DairyAir Dairy Breakfast Ride on Saturday, June 20<sup>th</sup>. A 10.5 mile ride to the Dairy Breakfast will begin at Silver Lake Park. New this year will be a Family Friendly 1.5 mile ride to the Dairy Breakfast that will start at the Wheatland Fire Department.

A Bicycle Parade will be part of the 2015 Walgreens Kenosha Civic Veterans Parade, 1 p.m., Sunday, June 28th with the theme, "Celebrating Our Heroes." People will be encouraged to decorate their bicycles and to even dress like a hero or superhero. More information about the bike parade will be provided at a later date.

For more information about the events, contact Francisco Loyola at [franciscoloyola@gmail.com](mailto:franciscoloyola@gmail.com) or Jennie Tunkieicz at [Jennie.Tunkieicz@KenoshaCounty.org](mailto:Jennie.Tunkieicz@KenoshaCounty.org).

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