**MEDIA CONTACT:**

Your Name

Your Phone Number

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**FOR IMMEDIATE RELEASE**

**(Bike Club Name) Hosts Money Smart Bike Bash**

***Local Residents Take a Ride to Promote Financial Literacy***

(Today’s date) – The Money Smart Bike Bash, scheduled for (date of event), gets everyone moving to promote financial literacy in our community. The event, hosted by (bike club name) encourages community members of all ages to ride in support of Money Smart Week®, April 4-11, 2020.

Kids, families and avid cyclists can enjoy Money Smart Bike Bash’s (number) alternative bike routes. The event is free to the public but participants must pre-register for (free t-shirts, if applicable) and to sign the waiver. Pre-registrations are being accepted at (registration website address.) On (day of week, date of event) registered bikers come to (event location) at (time) and have fun participating in this ride. Money Smart Bike Bash is designed to encourage community residents to get educated about finances, one of the goals of Money Smart Week®.

“During the ride, we’ll have lots of fun surprises for participants” explains bike club organizer (your name here). Riders will receive snacks from (sponsor name, if applicable) and financial information in addition to (free t-shirts from sponsor name, if applicable.) They can participate in a financial trivia contest and be eligible for prizes provided by (sponsor name, if applicable), including (add list of prizes if applicable). There may even be an appearance by a surprise guest rider (if applicable)

“Even if they don’t win the trivia contest, riders will have an exciting group cycling experience and help announce Money Smart Week®” said (bike club organizer’s last name).

April 4-11, 2020 is Money Smart Week®, a week of free, educational events for everyone—with no sales pitches—designed to help kids, teens and adults better manage their money.

*Created by the Federal Reserve Bank of Chicago in 2002, Money Smart Week® is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of thousands of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. Programming is offered to all demographics and income levels and covers all facets of personal finance. Partnering organizations will host their events April 4 - 11, 2020. For more information about other Money Smart Week events in your community, visit* [*www.moneysmartweek.org*](http://www.moneysmartweek.org)*.*

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