



FOR IMMEDIATE RELEASE

Lunar Lunacy Bike Ride

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June 13, 2017 – Sacramento, CA

A moonlit ride to change kids' lives



This year marks the 4th annual Lunar Lunacy Ride, a signature Sacramento bike event benefiting local foster youth. Proceeds go directly to CASA Sacramento's Making Memories Program, as well as other local children's charities. The Making Memories program funds extracurricular activities such as sports, camps and prom for local foster youth in Sacramento county. Hosted by the Point West Rotary Club Foundation, this moonlit ride has something in store for everyone.

Tickets to the Lunar Lunacy Ride include entry to the pre and post ride festival with live music, vendor booths, food trucks, bounce house, beer garden by Lost Coast Brewing, "Best Lit-Up Bike" and "Best Team" contests, climbing wall, bike rodeo, face painting, bowling alley and more. Ticket options include family, team, virtual and individual rider. Teams with four or more riders will receive customized team t-shirts with team name.

The ride is a 6-mile closed course through downtown Sacramento, carefully designed and laid out by the Sacramento Police Department's Bike Unit Officers. Iconic Sacramento sights along the ride include the Capitol, Sacramento River, Old Sac, Raley Field, Crocker Art Museum and the newly built Golden 1 Center. Participants are encouraged to light up and decorate their bikes, dress up in costumes and show spirit for the ride. Businesses can participate through sponsorships and by building teams to participate in the ride.

The Lunar Lunacy ride takes place on August 5, 2017 with festivities beginning at 7 PM. The event is scheduled to end at 11 PM. Additional information such as sponsorship levels and rider registration can be found at www.LunarLunacyRide.org.

Media passes available.

Event Details

Lunar Lunacy Bike Ride
Sacramento Capitol Mall
Saturday, August 5th, 7-11 p.m.
www.lunarlunacyride.org



Schedule of Events:

7:00 - 9:00pm	Pre-ride festival with live music, vendor booths, food trucks & more
9:00	First riders released in waves for safety
Approx 9:45	Riders begin returning back to Capitol Mall
Until 11pm	Post ride festival with beer garden

Current Sponsors

Lasher's Elk Grove Subaru	Aegis Living of Carmichael
Balanced Body	Sleek Wax Bar
Stanley Real Estate & Investment	Lost Coast Brewing

Media and Community Partners

CBS 13	Capital Public Radio
The CW 31	REI Co-op Sacramento
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