



midtown
H O U S T O N

FOR IMMEDIATE RELEASE

Contact: ASHLEY SMALL

pr@oneworldstrong.com

281-827-3419

Exploratory Bike Ride Connects Midtown Houston to Neighboring Areas

Houston, TX, April 4, 2017 - [Midtown Houston](#) and [BikeHouston](#) will team up for an exploratory bike ride in celebration of Earth Month's environmentally conscious mission. On Saturday, April 15th, the event will start at [Bagby Park](#) (located at 415 Gray St.) at 10am, connecting cyclists to Downtown and Montrose. Guests are invited to enjoy refreshments following the ride at [Rico's Morning Noon Night](#), which is situated at the park. Led by BikeHouston, the group ride will promote sustainability while also guiding guests on the best approach to navigating the area in a safe, organized way.

"We're committed to making Midtown Houston a safe, sustainable community for all," said Michelle Ashton, District Supervisor of Midtown Management District. "The recent improvements in the district, matched with the neighborhood bikeways, shared lanes, [Houston Bcycle](#) stations, and events like this are our way of keeping our promise."

Clear, open pedestrian and bike pathways have been a key focus of Midtown Houston's aim to improve ease and accessibility. These enhancements support a sense of security by making sure there are plenty of rest spots, space, attractive foliage, and illumination. This event comes fresh off the heels of Houston City Council's approval of the Houston Bike Plan which will provide cyclists with hundreds of miles of safer bike lanes and trails throughout the city and surrounding areas.

Midtown Houston's collaboration with BikeHouston is a casual, no-drop ride for about one to two hours. It will offer participants a fresh perspective on Houston's thriving, centrally located communities. Anyone can participate, as bikes can be checked-out at a reasonable rate from the Houston BCycle station conveniently located near Bagby Park at West Gray St. and Baldwin St. Helmets are required and guests are encouraged to arrive 15 minutes early to sign-in.

For more information [click here](#). To schedule interviews contact Ashley Small at pr@oneworldstrong.com or 281-827-3419.

###

About Midtown Houston

Midtown Houston is served by three separate organizations that work seamlessly together to ensure the community is safe, beautiful, and vibrant neighborhood: Midtown Management District, Midtown Redevelopment Authority, and Midtown Park Conservancy. Midtown Houston holds the Texas Commission on the Arts esteemed Cultural Arts and Entertainment District designation.