



Catholic  
Charities  
of Colorado Springs

## Press Release

June 17, 2010



### **Contact:**

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**Who:** Cycling for Change – Freedom from Poverty  
**Where:** Idaho & Montana portion of the 5,092 mile trip  
**What:** The C4C Team leaving the Great Northwest for the Cowboy West

### *Cycling for Change (C4C):*

### *The Ultimate Bike Ride to Change America*

The national C4C team continues their journey in week three. This week, they travelled through Washington, Idaho and are currently in route from Missoula to Hamilton, Montana. They will be in Montana until June 26. **Tomorrow, they reach another milestone: 1,000 miles, or 20% of the trip down – 80% to go.**

A big challenge for the team this week was the lack of cell phone coverage and limited WiFi in the mountain region of north & central Idaho. The group likes to blog and post on Facebook as it is really their only connection to the “outside” world. Due to their schedule, there is usually no time for reading newspapers and watching television. They travel an average of 63 miles per day; have Mass, then dinner with a local church group or service organization. On their “days off,” they provide service to local organizations. This week, they helped sort clothing for St. Vincent de Paul (SVDP), which serves areas on both sides of the Snake River in Washington & Idaho. SVDP operates two warehouses where folks can “purchase” needed items at greatly reduced prices. All the proceeds go to emergency assistance such as rent, utilities, prescription drugs, etc. The Washington & Idaho region is experiencing a sharp increase of people in need, and have a growing number of homeless people in the area, similar to what most communities are facing nationwide.

Jason Christensen, CEO of Catholic Charities of Colorado Springs, one of the 12 C4C team members, continues to blog several times a week ([www.ccharitiescs.org/c4c](http://www.ccharitiescs.org/c4c)). These communications provide a wonderful opportunity to educate people in our community about the issues of poverty in an inspiring way, and it provides a look at what the team is experiencing on this journey. Make no mistake: this is a grueling, physical trip, not a joy ride through the country, although it does have its benefits such as seeing great areas of our country and experiencing local culture. More importantly, they helping bring a greater awareness and understanding to the issues that people in poverty face everyday.

### **What Can the Community Do to Help?**

- donate food, including meats, fresh fruits & vegetables, #10 cans of anything, to the Marian House
- support the upcoming C4C events (detailed below)

- get involved in other social service organizations who provide poverty reduction services in our community
- make a cash donations

## **Colorado Springs Freedom from Poverty Events:**

### ***Freedom Financial Services***

### ***Freedom from Poverty Community Events***

As a recap, there will be four events held on July 8, 2010 in conjunction with the arrival of the Cycling for Change team in Colorado Springs, all sponsored by **Freedom Financial Services**:

- a metric century bike ride to meet up with the team;
- a community celebration in America the Beautiful Park;
- a Kids Bike Rodeo;
- a Family Fun Ride.

**Additionally, the national Cycling for Change team will be at the Marian House on July 9 serving food to the Marian House guests, as well as having lunch. At 2 pm, they will make a presentation at Regis University, which is open to the public, before proceeding towards Limon and points east.**



### **Freedom from Poverty Bike Ride**

A one-day, metric century bike ride from America the Beautiful Park to Palmer Lake. Participants will meet up with the national C4C team, who will be coming from Castle Rock, and then the two teams will proceed to America the Beautiful Park together to join in the Freedom from Poverty Community Celebration.



### **Freedom from Poverty Community Celebration**

An all-day event in America the Beautiful Park on July 8 from 2 to 7 p.m. It will consist of live music by Shawn Mullins and Jake Loggins, Bristol Beer, Chief Root Beer, food from various vendors, a KIDZONE, a Social Service Fair, and a special presentation of brand new bikes given to children who were nominated by several Marian House partner agencies. The bikes are courtesy of Metro Rides, in partnership with Kids On Bikes Pedal Program. Chick-fil-A will be there with their dancing cows, and Silent Voices, a mime team from Vista Grande Baptist Church, will perform at 2 pm.



### **Freedom from Poverty Kids Bike Rodeo**

On July 8, from 1 to 3 p.m., a bike rodeo will be held at the old Cottonwood Academy parking lot, across from America the Beautiful Park. It will consist of several age appropriate safety courses and safety information. Additionally, Memorial Hospital for Children's *Think First Program* will be fitting children with new bike helmets; Safe Kids

Colorado Springs Coalition will host a Safety House to teach injury prevention to youth; and the Academy Optimist Club will help kids decorate their bikes for the Kids Bike Parade to America the Beautiful Park at 3:15 pm. Metro Rides, in conjunction with Kids On Bikes Pedal Program, will give brand new bikes to about 25 nominated children.



## **Freedom from Poverty Family Fun Ride**

At approximately 3:15 p.m., the Colorado Springs Cycling Club members will lead participants on a 2 to 5 mile bike ride through Monument Valley Park, and then back to the celebration in America the Beautiful Park.

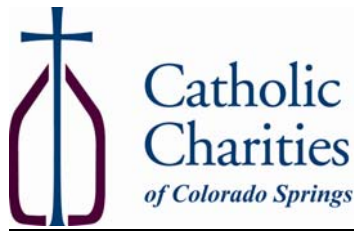
### **Why:**

These events are scheduled to bring attention to the issue of poverty in our community. We invite everyone in the community to get involved by participating in these events. All proceeds will benefit the Marian House in Colorado Springs.

### **What Can The Media Do?**

- Talk about the events on your programs
- put the information community calendars
- **do interviews with Jason from the road (call me to coordinate)**
- provide coverage of the events
- encourage listeners, readers, viewers to participate in one or more of the events
- encourage your audience to bring their children to the free bike rodeo and community celebration
- register to participate in the bike ride

By simply helping us get the work out, you are helping immeasurably!



Catholic Charities of Colorado Springs is a non-profit organization serving people in need. Catholic Charities provides compassionate, competent and professional services that strengthen and support individuals, families and communities based on the value and dignity of human life.

Catholic Charities provides numerous services within a 10-county area for the homeless, low-income and vulnerable populations.

- Our **Marian House Soup Kitchen** provides a hot, nutritious meal to more than 600 people most days, 365 days a year
- The **Marian House Community Outreach Services** distributes food, household items, clothing, etc. and provides information, referrals and case management to those who can't come to the Marian House.
- **Marian House Client Services** meets emergency needs through Case Management and provides services for employment, medical care, clothing closet and emergency supplies & services, health & hygiene services and transportation services.
- The **Marian House Life Support Services** distributes baby food, formula, diapers, children's and maternity clothes, toys and car seats to pregnant women, children and families in need.
- The **Life Connections** program provides both domestic and international adoptions, pregnancy counseling and parent education as well as ongoing support for adoptive and birth families.
- English language and cultural literacy education for adults and children are available through our **Family Immigration Services** as well as immigration and naturalization services.
- **Parish Social Ministries** office provides support for Parish Social Ministry, is responsible for Catholic Campaign for Human Development, Catholic Relief Services, *JustFaith* and networking with the Colorado Catholic Conference.

**For more information, please contact:**

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