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**FOR IMMEDIATE RELEASE**

**The 1000 Bikes Foundation Inaugural “Hollywood Ride” Rolls Through Los Angeles**

(Los Angeles, CA- April 24, 2010)- The 1000 Bikes Foundation completes its inaugural monthly ride in Los Angeles, CA. The ride, named the “Hollywood Ride” for its 20 mile purposeful route through Hollywood, began in mid-Wilshire’s historic Lafayette Park on Wilshire Blvd and Hoover St., went through Hollywood, Silver Lake, Hancock Park, Los Angeles and back to the Lafayette Park. Over 100 youth and families were present, many equipped with Cool Ass Ride t-shirts.

“Were getting kids and families away from the television, Xbox’s, Playstation’s and Gameboy’s,” says Cool Ass Mike Bowers, 1000 Bikes Founder, “we getting them off the couch and on bikes to enjoy the fresh air and health benefit. It’s like a Fountain of Youth, it keeps me young , it keeps them young and it gets families to bond. The family that rides together, bonds together!”

The “Cool Ass Ride” will be a monthly ride that takes place on the last Saturday of every month. The next event, the “I Didn’t Know This Was Here” ride is scheduled for Saturday, May 29, 2010. The ride will spotlight historic landmarks, business and restaurants located along the route. For more information on the ride, please visit us online at [www.1000bikes.org](http://www.1000bikes.org).

**About the 1000 Bikes Foundation:**

The 1000 Bikes Foundation is a not-for-profit organization which is dedicated to putting a bike in the hands of 1000 foster youth and their families in communities across the United States. The 1000 Bikes Foundation is more than just a charity; it is a movement that creates a 1000 bike tread-mark in every city it rides through. Through the giving of equipment, education and demonstration projects, 1000 Bikes promotes the use of bicycles to foster youth and their families as a way of looking beyond their current situation, facilitating family bonding and encouraging healthier lifestyles.

For additional information, please visit us online at [www.1000bikes.org](http://www.1000bikes.org)

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