



# ***MEDIA ADVISORY***

FOR IMMEDIATE RELEASE

May 4, 2011

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## **Mayors Cycle to Help Raise Awareness for Utahns in Need**

### *Public Invited to Join Annual Rivalry Ride*

SALT LAKE CITY– Salt Lake City Mayor Ralph Becker and Provo City Mayor John Curtis will cycle from Provo to Salt Lake City in the Third Annual Rivalry Ride. The event celebrates the annual friendly competition to bolster support for the Utah Food Bank and Community Action Services. The ride kicks-off on Saturday, May 7, 2011, at 10 a.m. at the Provo City Center, 351 W. Center St. and ends on the west side of the Salt Lake City & County Building, 451 S. State St. in Salt Lake City.

This year's edition of the ride marks both the Utes' rivalry victory and an outpouring of generosity from both cities and their campuses in providing food to food banks last fall.

The 50-mile ride will help garner support for the Stamp Out Hunger Food Drive, sponsored in part by Feeding America and the U.S. Postal Service.

“With more than 350,000 Utah residents who risk missing one meal every day, and 1 in 10 Utah residents currently living in poverty, the need for food contributions continues to increase,” said Mayor Becker. “We hope this event will help remind our communities how we can all have a positive impact on the lives of our neighbors in need.”

The two mayors encourage the public to donate cans of non-perishable food items at the Provo City Center, the Salt Lake City & County Building or at residential doorsteps for pick up by letter carriers on

Saturday, May 14. The Utah Food Bank and Community Action Services and Food Bank will also continue to accept food donations before and after the Rivalry Ride.

The event formally begins with the mayors' press conference at 10 a.m. at the Provo City Center. The public is invited to join the ride. Salt Lake cycling participants can meet at the City & County Building at 8:30 a.m. Volunteers will load bicycles onto a transport trailer on the west side of the building. Carpools to Provo and back will be available.

To learn more about donating to the Stamp Out Hunger Food Drive visit [helpstampouthunger.com](http://helpstampouthunger.com). To participate in the Mayors' Rivalry Ride, visit [utahrivalryride.com](http://utahrivalryride.com). Each participant is required to sign a waiver on the day of the ride.

**EVENT** 2011 Rivalry Ride

**WHO** Salt Lake City Mayor Ralph Becker  
Provo City Mayor John Curtis  
Utah Food Bank Chief Executive Officer Jim Pugh  
Community Action Services and Food Bank Executive Director Myla Dutton

**WHEN AND WHERE** Saturday, May 7, at 10 a.m.  
Starting Line  
Provo City Center  
351 W. Center St., Provo

Saturday, May 7, at 2:30 p.m. (approx.)  
Finish Line  
Salt Lake City & County Building  
451 S. State St., Salt Lake City

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