



PRESS RELEASE

OFFICE *of the* MAYOR | RALPH BECKER

FOR IMMEDIATE RELEASE

October 26, 2011
Contact: Rachel George
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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 are gearing up to cycle from Provo to Salt Lake City in the Fourth Annual Rivalry Ride. The annual event celebrates the winner of the fall BYU-Utah football game (this year's game was held September 17; Utah beat BYU 54-10) and bolsters support for the Utah Food Bank and Community Action Services. The ride, which is open to the public, will begin shortly after an opening ceremony at 9 a.m. on Friday, October 28, 2011, at the Provo City Center, 351 W. Center Street, and will end on the west side of the Salt Lake City & County Building, 451 S. State St. in Salt Lake City.

The 60-mile ride aims to garner support for the upcoming BYU v. U of U food drive on November 14-25. The two mayors encourage the public to donate cans of non-perishable food items by depositing canned food in bins at the Salt Lake City & County Building or participating businesses in Provo. The Utah Food Bank and Community Action Services and Food Bank will also continue to accept food donations before and after the ride.

This year, those who are interested in a shorter route are invited to join the mayors for the first three miles of the trek to Lakeview Park, 2825 W. 1390 North, in Provo, about three miles from the City Center, and then back. Participating fans should wear blue or red jerseys, shirts or other articles of clothing to show support for their team of choice.

The Rivalry Ride tradition started in 2008 as a "fitness challenge" between Mayor Becker and former Provo Mayor Lewis Billings. Before the rivalry game that year, the two agreed the mayor of the losing team would bike to the other team's city, but they eventually biked the distance together.

To participate or for more information, visit www.utahrivalryride.com. Each participant is required to sign a waiver on the day of the ride. Mad Dog Cycles will provide bike checks before the ride and snacks and support during the ride.

WHO: Salt Lake City Mayor Ralph Becker
Provo City Mayor John Curtis
Ginette Bott, chief marketing officer, Utah Food Bank
Community Action Services and Food Bank Representatives

WHAT: 2011 Rivalry Ride

WHEN: Friday, October 28, 2011

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| WHERE: | 9a.m. (approx.) Starting Line | 1 p.m. (approx.) Finish Line |
| | Provo City Center | Salt Lake City and County Building |
| | 351 W. Center St., Provo | 451 S. State St., Salt Lake City |

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