



## PEOPLE'S EMERGENCY CENTER

*Nurturing Families, Strengthening Neighborhoods, Driving Change.*

### Media Advisory

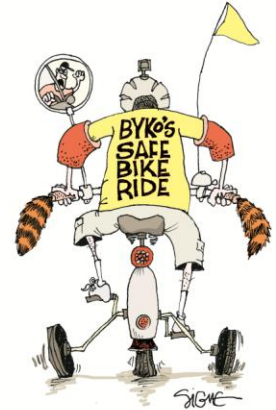
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### **Bykofsky and Bike Advocates Call a Truce with a Fun and Safe Charity Bike Ride Proceeds from Peace Pact to Benefit People's Emergency Center**

**WHEN:** Saturday, May 7 10:30am-1:30pm

**WHERE:** Dilworth Park at City Hall (start)  
McGillin's, 1310 Drury St, Philadelphia, PA 19107 (celebration as riders finish)

**WHAT:** Stu Bykofsky, of the Philadelphia Daily News, will be the Grand Marshal of the first Byko Safe Bike Ride – a charitable event benefiting People's Emergency Center that marks the first peace treaty between the celebrated columnist and the cheerful pedal power activists with Philadelphia Open Ride and the Bicycle Coalition of Greater Philadelphia. Over an 11-mile course from Center City to Fairmount Park and back, 50+ riders will follow all the rules of the road: helmets, stop signs, red lights, speed limits, and proper signals. The groups of riders will be identifiable by the Signe Wilkinson cartoon of Stu on a bike. The event will start at Dilworth Park and end with a gathering at McGillin's at 13<sup>th</sup> and Drury.



**VISUALS:** 10:30am-11:00am – Photo opportunities as riders line up and the ride starts at Dilworth Park

12:30pm to 1:30pm—Photo and Interview opportunities with organizers, riders and representatives of PEC at McGillin's

Organizers: Stu Bykofsky, Alexandria Schneider, Randy LoBasso, Ron Ashworth.  
Kathy Desmond, President, PEC

**WHO:** **Stu Bykofsky, Philadelphia Daily News**  
**Alexandria Schneider, Philadelphia Open Ride**  
**Randy LoBasso, Bicycle Coalition of Greater Philadelphia**  
**Ron Ashworth, Volunteer Organizer**  
**Councilman Allen Domb**

**ABOUT:** People's Emergency Center's (PEC) mission is to nurture families, strengthen neighborhoods and drive change in West Philadelphia. Through a community of more than 250 housing units and five educational centers offering job training, parenting and early childhood education, financial education and planning, life skills and technology coursework, PEC seeks to change the life trajectory for the women and children who seek its services and inspire them to aspire to new heights. PEC's community development programs respond to community needs and build on neighborhood assets to help bridge the digital divide, expand mixed-income housing opportunities, stimulate economic growth, create wealth, and improve the quality of life for all West Philadelphia residents. More information at [pec-cares.org](http://pec-cares.org) and [lancasteravephilly.com](http://lancasteravephilly.com).

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