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LIVEWELL COLORADO AND BIKEDENVER HOST VIVA STREETS ON AUGUST 12

One-day Celebration in Park Hill Showcases the Potential of the City's Streets to Get People Moving

DENVER, Colo. (July 23, 2012) – LiveWell Colorado and BikeDenver are teaming up to bring Denver residents the city's second annual [Viva Streets](#) event to celebrate our city streets' potential to get people moving, to bring neighbors together, and to strengthen Colorado's healthy, active culture. On Sunday, August 12, from 10am – 4pm, 23rd Avenue between City Park and Stapleton will be transformed into a car-free parkway for all Denverites to enjoy. The street will come alive with walkers, bikers, runners, strollers, dancers, musicians, healthy food enthusiasts and anyone wanting to play in the streets for the day.

Traditionally called a "ciclovía," a Spanish term meaning "bike parkway," this type of event has been recently adopted by cities across the world to describe one-day street closures that foster physical activity and civic pride. Last year's Viva Streets event drew more than 7,500 participants – with more expected to attend this year.

Viva Streets participants will have a variety of fun, healthy activities to enjoy along the street in special areas while walker and bikers move up and down the route. Learn to make salsa and guacamole at the Chipotle Activity Tent; get your photo taken at the Delta Dental of Colorado Healthy Smiles Photo Booth; get hands on at the Cigna Go You! Wellness Zone; get moving with yoga and zumba demonstrations; get the kids cruising at the bike rodeo and "strider" course; and enjoy face painting, healthy food trucks, cooking demonstrations, bike safety checks, gardening demonstrations, and much more.

"We are thrilled that Viva Streets will once again get people moving for the day and also showcase how our streets can contribute to the health of our city and its residents," said Maren Stewart, LiveWell Colorado President and CEO. "Healthy streets are part of Colorado's increasingly healthy culture that makes it such a great place to live and do business."





The number of people commuting by bike in Denver is more than four times the national average, and has increased by 22 percent in the past year, according to the 2010 Census. Since 2008, Denver has more than doubled its on-street bike markings and bike parking and launched the nation's first large-scale bike sharing program. Denver has recently revised the City bike ordinances, and completed the Denver Moves bicycle and pedestrian plan. Public Works has begun adding new infrastructure components like bicycle lights and separated bike lanes too.

Viva Streets is made possible by the generous support of the following sponsors: Cigna, Chipotle Mexican Grill, Delta Dental of Colorado, Kaiser Permanente, CBS Denver, Primal Wear, Anadarko Petroleum Corporation, greatBIGcolor, YellowDog Printing & Graphics, Walmart, and Wells Fargo.

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About LiveWell Colorado

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. Leading a comprehensive approach, LiveWell Colorado inspires and advances policy, environmental and lifestyle changes that aim to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. LiveWell Colorado's strategic partners and funders are The Colorado Health Foundation, Kaiser Permanente and the Colorado Department of Public Health and Environment. For more information about LiveWell Colorado, visit www.livewellcolorado.org. "Like" LiveWell Colorado on [Facebook](#) and "follow" @livewellco on [Twitter](#).

About BikeDenver

BikeDenver is Denver's nonprofit bicycle advocacy organization. BikeDenver was founded in 2001 and incorporated in 2004 with a mission to promote and encourage bicycling in Denver and make Denver a safer place to ride a bike. The organization is funded by membership contributions, grants and corporate sponsorships. BikeDenver's funders and partners include Denver Bike Sharing, New Belgium Brewing Company, Clif Bar, Denver Zoo, Regional Air Quality Council, Coldwell Banker, and the Anschutz Foundation. For more information about BikeDenver, visit www.bikedenver.org. "Like" BikeDenver on [Facebook](#) and "follow" @bikedenver on [Twitter](#).

