



**FINAL**

For more information contact:  
Travis Joyal, (816) 531-7243  
travis@pagecomms.com  
[boulevardia.com](http://boulevardia.com)

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## **Fourth annual Ride2Boulevardia features 3 distances, all ending at the Boulevardia grounds**

*Cyclists will pedal to raise funds for Kansas City's Cancer Action and Children's Mercy Hospital's oncology department*

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**KANSAS CITY, Mo. (Apr. 5, 2017)** – Once again, cyclists will have the opportunity to climb hills, cruise streets and pedal into the best post-ride party in Kansas City as the fourth annual Ride2Boulevardia takes place on Saturday, June 17. The ride provides three distances for cyclists to choose from: the Pint (15-mile ride), the Case (31-mile ride), and the Keg (62-mile ride), offering courses for all experience levels. Each route includes multiple support-and-gear (SAG) trucks and rest stops every eight to 12 miles, providing nutritious food and hydrating beverages to fuel riders through the distance. Discounted pricing on all routes are being offered until April 15<sup>th</sup> [here](#).

“The Ride2Boulevardia mission is to beat cancer on a bike and to promote a healthy Kansas City,” said Stacie Tindle, Ride2Boulevardia director. “More than 70 percent of donations, sponsorship and fundraising, as well as a significant portion of event proceeds, go to Ride2Boulevardia’s beneficiaries. This includes directly supporting cancer patients and their families in Kansas City via Cancer Action and Children’s Mercy Oncology. We hope to have our largest group of cyclists yet this year to make our contributions more impactful for these deserving organizations.”

In addition to a great ride, Ride2Boulevardia registration includes one general admission ticket for Saturday’s Boulevardia festivities, a complimentary Boulevard beer at the festival, a \$5 food voucher to use inside the event grounds, a t-shirt, and a gift bag filled with items from the ride’s sponsors. If pedaling is not your thing, Ride2Boulevardia is seeking volunteer help at the start and finish lines as well as along the routes. You can learn more about all of the options to get involved here: <http://boulevardia.com/cycling>.

**Announcements related to Boulevardia volunteering, local merchants and other festival news will be made in the coming weeks.** Tickets are still available for some of Boulevardia’s sought-after experiences, including Taps & Tastes, Father’s Day Beer & BBQ Brunch (Saturday, June 17) and the shaded, private VIP experience. To learn more about Boulevardia ticket packages, entertainment lineup and schedule for both days, as well as other festival elements, visit [boulevardia.com](http://boulevardia.com).

### **About Boulevardia**

The two-day urban street festival is scheduled to take place June 16-17 in Kansas City’s Stockyards District which is the area surrounding the Livestock Exchange Building. The multi-day event will be highlighted with a craft beer and food sampling experience, music from local, regional and national acts as well as family activities, entertainment, shopping and eco-education in a unique urban setting. Learn more at [boulevardia.com](http://boulevardia.com), [facebook.com/boulevardia](https://facebook.com/boulevardia), [twitter.com/Blvdia](https://twitter.com/Blvdia) and [instagram.com/blvdia](https://instagram.com/blvdia).

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