



NEWS RELEASE

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Open Streets Knoxville closes street for big fun

Knoxville, Tennessee – Aug. 18, 2015 – On Sunday, Oct. 25, Knoxvilleians are invited to walk, bike, jog or dance their way through town at the first ever Open Streets Knoxville event. A 1-mile stretch of Central Street, connecting Happy Holler to Emory Place and the Old City, will be closed to all motorized traffic, allowing revelers a day of shopping, playing, exercising and socializing all on foot or two wheels.

Open Streets Knoxville, hosted by Bike Walk Knoxville and with support from the City of Knoxville, aims to promote physical activity and community interaction during this free event. This international initiative promotes healthy living, local businesses and sustainable transportation in cities. October's pilot event will serve as the kick-off to several more similar events in 2016.

"A great city street is more than just a way to get somewhere – it is a destination in itself," Knoxville Mayor Madeline Rogero said. "Bike Walk Knoxville's Open Streets event will give everybody a chance to appreciate and enjoy our urban environment in a new way," Rogero said.

From 1 to 4 p.m. on Oct. 25, Central Street will be closed to motorized vehicles from the north leg of Willow Street to the south leg of Oklahoma Avenue. The event will feature partners, activity providers and sponsors with community booths, exercise stations and opportunities for the public to learn and engage in healthful activities. Attendees can try their hand at Zumba or yoga, or peacefully stroll the street while enjoying live music and street performers. There will be activities for all ages and abilities to enjoy. The family-friendly event will be stroller- and bicycle-friendly – just no cars!

"Open Streets Knoxville is going to be a fun event and a great opportunity to get out and play in the street and support local businesses at the same time," said Knox County Mayor Tim Burchett. "Who knows? You might even see me riding one of my homemade bamboo skateboards through North Knoxville," Burchett said.

Organizers currently are asking for sponsors and donations from members of the community to help make Open Streets Knoxville a huge success. For more information on donating or sponsoring, visit www.ioby.org/project/open-streets-knoxville-0 or www.openstreetsknoxville.com (still under construction). For media inquiries, contact Bike Walk Knoxville President Dr. Caroline Cooley at bikewalkknox@gmail.com or event coordinator Kelley Segars at kelley.segars@knoxtrans.org.

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