



Event Details Below
Interviews and Photos Available, Contact:
Jean Larson Steck
Mobile: 314-489-6211
Email: jean@varietystl.com

"It's given her freedom. A lot of freedom that she didn't have and has lived with since the day she was born." - Steve, father of Jenny

Variety Gives 42 Custom-Built Therapeutic Bikes – And 122 Huffys to St. Louis Variety Kids

ST. LOUIS (Nov. 4 2016) – Variety the Children's Charity will give hundreds of bikes to St. Louis area kids who never dreamed of taking a spin on their own bike at the 21st annual Bikes for Kids.

On **Saturday morning, November 19, 2016**, 88 Variety volunteers will arrive at the Parkway Central High School with tools in hand to build and give away 122 Huffy bikes to kids from ten different agencies that impact the lives of children living with disabilities. In addition, a team from Creative Mobility in Chicago will do final fittings for 42 Variety kids who will pedal away with custom-built therapeutic bikes. These specially-made bikes cost anywhere from \$1,000 to \$3,000, and their families would not have been able to afford them without help from Variety.

Variety Interim Executive Director stated, "These bikes are not just about fun but they're also much-needed therapy, and we would not be able to do this without the generosity of the St. Louisans and the St. Louis companies which support our Variety programs."

"I'm so incredibly proud to be a part of Bikes for Kids, an amazing day supported by my mother since its founding in 1996," said **Honorary Chair Lucia Rosenblum** daughter of late St. Louis Rams owner Georgia Frontiere. "My mother remembered the joy of getting her first bike, and she wanted to make sure more St. Louis kids had the chance to feel that same excitement. Fast-forward to 21 years later – we've given away more than 3,600 bikes!"

Volunteers will also give the kids a helmet, a bike lock and safety instruction. Volunteers will build the bikes from 8:30am until 10:30am, when Variety kids who are getting a therapeutic bike will arrive for their final fitting. The emcee will be FOX2's anchor, **Vic Faust**.

“Therapeutic bikes give freedom of mobility to these kids who may not be able to ride a regular bike due to a condition like spina bifida or cerebral palsy,” said Hal Honeyman, maker of the bikes and owner of Creative Mobility. “One child may use their hands to pedal or another child may need all the controls on one side if they are paralyzed on the other. Whatever the child’s condition, we’ll design a bike that he or she can ride.”

The Variety Bikes for Kids event is made possible through sponsorships from, Chip and Kathleen Rosenbloom, Lucia Rosenbloom, the David B. Lichtenstein Foundation, World Wide Technology, Bunzl, and The Staenberg Group.

Once the Variety kids are fitted for their bikes, volunteers including emcee **Vic Faust** from FOX 2 will welcome the children with applause, cheers, bells and whistles as they receive their Huffly bikes. Children from Variety partner agencies **Great Circle, Marygrove, Moog Center for the Deaf, Sunnyhill, Catholic Children’s Home, Sherwood Forest, Disability Resource Association, Northside Youth Center, Youth in Need, and Illinois Center for Autism** will take home bikes to ride.

WHEN: Nov 19, 2016

8:00am Volunteers build bikes

11:00am Kids are given the bikes

WHERE: Parkway Central High School

369 N. Woodsmill Road

St Louis, MO 63017

WHO: Variety kids, Louie Blues Bear, Louie the Lightening Bug, and Parkway Cheerleaders will be there

About Variety the Children’s Charity of St. Louis

Since 1932, **Variety the Children’s Charity** serves children with physical and developmental disabilities in the St. Louis region, from infancy to age 21. Variety focuses on five core areas to help kids become independent and productive: gifting **medical equipment** for mobility and independence; developing unique **education** and **recreational programs**; funding **therapy**, and **transportation**. For more information, visit www.varietystl.org.