"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 210 Huffys to St. Louis Variety Kids

ST. LOUIS (Nov. 8, 2018) – 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 23rd annual Bikes for Kids.

On **Saturday morning, November 17, 2018,** 125 Variety volunteers will arrive at the Parkway Central High School with tools in hand to build and give away 210 Huffy bikes to kids from the St Louis region 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.

Brian Roy, 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 Rosenbloom**, 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 23 years later – we've given away 3,882 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 morning reporter, **Kevin Steincross**

"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 Lucia Rosenbloom, Chip and Kathleen Rosenbloom, the David B. Lichtenstein Foundation, World Wide Technology, and the Steward Family Foundation. Our bike building teams hail from: Bank of America, BKD, Bunzl, Edward Jones, Legacy Pharmaceutical Packaging, Lichtenstein Foundation , Metal Exchange and Safety National.

Once the Variety kids are fitted for their bikes, volunteers including emcee **Kevin Steincross** from FOX 2 will welcome the children with applause, cheers, bells and whistles as they receive their Huffy bikes.

WHEN: Nov 17, 2018

      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 plus bike building teams from several local companies.

About Variety the Children's Charity of St. Louis

Variety empowers children with physical and developmental disabilities, also referred to as children with special needs, and improves their quality of life. Our programs highlight ability rather than disability. This holistic approach gives access to critical medical equipment and therapies, along with innovative Camp and Performing Arts programs, which provide opportunities for recreation, socialization, and artistic expression. Children gain or maintain independence, boost socialization among their friends and family, demonstrate belief in themselves, and increase skills they need to engage their world as fully as possible. www.varietystl.org