



FOR IMMEDIATE RELEASE
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MEDIA ALERT

Variety to Give Bikes to More than 200 Area Kids with Disabilities

At Bikes for Kids on November 20, Variety will give therapeutic and standard bicycles – built by more than 100 volunteers – to children with special needs to help them build strength, mobility, independence, social skills and more.

WHAT: Variety the Children's Charity of St. Louis will provide kids and teens with disabilities living in the St. Louis region with access to free bicycles at their annual Bikes for Kids event, chaired by Lucia Rosenbloom.

WHEN: Saturday, November 20, 2021

- 8:30 a.m. – Indoor standard bicycle building begins with volunteers
- 8:45 a.m. – Media invited to arrive (flexible time)
- 9 a.m. – Outdoor adaptive therapeutic bicycle distribution
- 10 a.m. – Outdoor standard bicycle distribution begins

WHERE: Parkway Central High School, 369 N Woods Mill Rd, Chesterfield, MO 63017

WHO: Variety Executive Director Brian Roy, Chief Program Officer Susan Schuh, key volunteers and donors, and select Variety Families will be available for interviews.

DETAILS: On Saturday, November 20, more than 200 Variety Kids will receive their very own bike – some for the first time ever. At Bikes for Kids, Variety St. Louis will give away therapeutic and standard bicycles to area children and teens with disabilities, just in time for the holidays.

Therapeutic bicycles are those adapted to fit the rider's specific needs. These bicycles have special features such as adapted pedals, higher seat backs, safety belts, steering mechanisms and more, each designed to make it possible for anyone to ride a bike, no matter their abilities. A team of specialists will fit 35 Variety Kids with their unique bicycles at the event.

Standard bicycles are typical, two-wheeled bikes. More than 100 volunteers from local organizations will gather early Saturday to build 197 of these bikes. The bikes will be picked up by excited kids later in the morning.

Whether they receive a standard or therapeutic bicycle, the impact and benefits are the same – increasing mobility, strength and independence while socializing with family, friends, and neighbors. But, most importantly, these bikes make it possible for Variety Kids to just be kids.

At the event, media will have the chance to capture this feel-good story with plenty of visuals of children receiving their bikes for the first time. Variety staff members, families of bike recipients, and key volunteers and donors will also be available for interviews.

About Variety St. Louis: Variety envisions a world where abilities are redefined and opportunities are reimaged for kids with special needs. To make this a reality, Variety empowers children with physical and developmental disabilities by giving 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

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