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Advancing Macomb Gives 670 Bikes to Kids throughout Macomb County

Advancing Macomb completed the very first county-wide bike drive and give-away on Saturday, May 20th. The program began in the fall of 2016 with Macomb County and neighboring residents donating a total of 800 bikes to township and city hall offices. It continued through the winter with 30 dedicated volunteers repairing the bicycles in preparation for the give-away this past Saturday.

“We could not have done it without the collective good hearts of residents, local leaders, volunteers and sponsors,” said Melissa Roy, Executive Director of Advancing Macomb.

After assessing and triaging the bikes, volunteers were able to assemble just over 600 bikes for the give-away on Saturday. The Meijer Corporation donated supplemental bikes from their stores to bring the total to 670. St. John Providence fitted and donated helmets for all of the recipients. Chemical bank, The League of Michigan Bicyclists, Macomb County, The Belmont Shopping Center, Commercial Freight Services, Paul’s Bike Depot, Macomb Bike and Fitness and Slow Spokes Bicycle Club made generous contributions to support the initiative. Consumers Energy, Hunchfree, United Shore Baseball, Sorrento Pizza, and Freedom Hill supported the event day.

“The volunteers are the heart and soul of this program,” said Roy. “On their days off, in their free time and whenever they could, our volunteers each dedicated hundreds of hours to make sure there would be happy kids and families on Saturday.”

This is the fourth of Advancing Macomb’s projects to-date. Primarily focused on community and economic development initiatives, the organization conducted the bike program because of the important role recreation plays in the identity of the county. Further, that keeping the community active, engaged and connected helps make our residents and our economy healthier.

“This program was a great way for us to stand together as a community and leverage goodwill for the good health and wellness of local kids and their families. When our kids are healthy, so is our community and our future,” said Melissa Roy.

Advancing Macomb will meet later on this week with volunteers and partners No Bike Left Behind and CARE of Southeast Michigan to look at what is next for the East Side Bike Drive. (continued)



Advancing Macomb Projects To-date:

September 2014 – Freedom Hill Playground Enhancement

February 2015 & Ongoing – Manufacturing Marketing and Business Development

September 2016 – May 2017 – Eastside Bike Drive

December 2016 – Clinton River Watershed Council Mt. Clemens Riverfront Project

Advancing Macomb Advancing Macomb is a business and community leadership group led by over 20 leading employers, three principal business organizations and the largest higher educational institution in Macomb County, an area encompassing 860,000 residents and 18,000 businesses. Our organization is committed to enhancing local communities by leveraging a unified civic leadership voice throughout the Detroit region.

www.advancingmacomb.com