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FOR IMMEDIATE RELEASE**Biking to a Healthier Kansas City: Local Nonprofits Celebrate Bike Month**

KANSAS CITY, Kan., April 21, 2015 - Too often it's not what we do that hurts our health, but what we don't do. From sitting at desks for 8 hours a day to relying on our cars to take us across the Metro, our inactivity is hurting us. But a few Kansas City nonprofits are hoping to change that.

Organizations like Rosedale Development Association and BikeWalkKC are teaming up this May to celebrate Bike Month, a national event intended to highlight the benefits of cycling.

"We're working together in order to inspire more people in Kansas City to not just ride their bikes, but to make physical activity a part of their daily routines," said Heidi Holliday, executive director of Rosedale Development Association (RDA).

RDA, in partnership with BikeWalkKC, will be hosting four events in honor of Bike Month this May: the Rosedale Retro Run on May 9, Frank Rushton Elementary School's Bike Rodeo on May 13, the 5th annual Bike-In Movie on May 14, and Bike & Bus the 105 on May 27. More information about Rosedale's Bike Month events can be found at rosedale.org or by calling 913-677-5097.

"Bike Month is important for a number of reasons," said Andrea Steere, RDA's Communications and Program Coordinator. "Not only is it a great way to kick off the summer season, but it's really a simple way to make physical activity fun and not feel like a chore."

In addition to RDA's events, BikeWalkKC and the Mid-America Regional Council, have compiled a list of all the Bike Month events happening in Kansas City at www.kcbikemonth.com.

"I am inspired by different organizations coming together to host events for Bike Month," said BikeWalkKC's Education Programs Manager Maggie Priesmeyer. "Although slightly different in their missions and programmatic outputs, each organization's enthusiasm for healthy, active places is contagious! We all want Kansas City to be a more active, fun and healthy place to live."

About Rosedale Development Association:

Rosedale Development Association (RDA) is a 501(c)3 not-for-profit community development corporation, serving the Rosedale area of Kansas City, Kan. and Wyandotte County. RDA's mission is to work in partnership with residents, businesses and institutions to build a strong, healthy community and to improve the quality of life for those who live, work and play in Rosedale. To learn more about RDA and how to get involved, call 913-677-5097 or visit rosedale.org.

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