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Ciclovía: Worldwide movement comes to Pensacola

Pensacola, Fla. – January 31, 2017 – Pensacola’s first Ciclovía (seek-low-VIA), a free event during which streets are closed to cars and opened to the public to enjoy in a manner that promotes health and community, will be held **Saturday, March 25, 2017 from 9:00 a.m. until 2:00 p.m. in downtown Pensacola.** A five-mile scenic route, east and west from the Vince J. Whibbs, Sr. Community Maritime Park to Gulf Power on Main Street and Bayfront Parkway and north and south on Palafox Street from Plaza de Luna to Garden Street, will be open for the community to walk, bike, skate, run, dance or just play in a safe, relaxed atmosphere. Activities include a bike skills clinic, Zumba, music and dancing. Free kid’s helmets, Rental Bikes, Ciclovía specials at select businesses and restaurants as well as a Family Zone are also part of the festivities. Zaragoza Street between Palafox and Alcaniz streets through Historic Pensacola will also be open to allow participants to engage with costumed interpreters.

Ciclovía, also called Open Streets, started in South America and has since been held worldwide for more than 30 years in more than 400 cities. “Pensacola is ripe for Ciclovía. We have a great community, a rich history and a vibrant culture. Ciclovía is a unique opportunity for citizens and visitors to connect these assets, enjoy active living and highlight our community on the worldwide stage,” said Sally Rosendahl, organizer of the Pensacola event.

“Mayor Ashton Hayward’s early endorsement and the support of the City of Pensacola, along with the backing from community leaders and organizations, has been vital to this effort,” explained Rosendahl. **Partners include LiveWell Partnership for a Healthy Community, City of Pensacola Parks and Recreation, Visit Pensacola, West Florida Regional Planning Council, University of West Florida Historic Trust, University of West Florida, Florida Department of Transportation, Humana, Dasani Water / Coca-Cola United, Boys & Girls Clubs of the Emerald Coast, Pensacola’s Downtown Improvement Board, Escambia County School District, Studer Properties, Beck Partners, Jerry Pate Design, Portofino Island Resort and the Florida Department of Health in Escambia County.** Free basic bicycle safety checks are available in advance of the event through participating local bicycle shops.

For more information on the event as well as sponsorship and vendor opportunities, visit www.pensacolaopenstreets.com or email pensacolaopenstreets@gmail.com. Like and share PensacolaOpenStreets on Facebook to stay updated on event plans and announcements.

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