



News Release

FOR IMMEDIATE RELEASE

October 20, 2017

Downtown LaGrange Welcomes the National MS Society's Bike MS: Atlanta Peach Ride



LaGrange, Ga. October 20, 2017 –

This weekend, hundreds of cyclists will enjoy a scenic ride through LaGrange and the neighboring countryside as they take part in one of the National MS society's 85 premier fundraising cycling series.

Bike MS attracts a range of new and seasoned cyclists who share a love of cycling and helping others. Each ride raises critical funds to drive groundbreaking research, provide life-changing services and guarantee a supportive community for those who need it most.

A number of local riders, including a new LaGrange Police department team and Golden's Bike shop team, will ride alongside corporate Atlanta teams including Team Cox, Coca Cola Cycling club, Shepherd

Mobility Works, KPMG, Home Depot, Dunwoody Cycling club, Team UPS and Georgia Power to name a few.

Main Street LaGrange is the starting point for the ride which offers the cyclists the challenge of riding a 100 mile, 65 mile or 35 mile route.

Many local businesses, private residences and churches will be utilized as rest stops for the riders along the route.

The community is welcomed to come out to the starting line on Main Street by the AMC movie theater building and cheer on 450 + riders as they begin the ride at 8:00 AM Saturday and Sunday mornings and again as they return later in the afternoon.

Media Contact: Barbie Watts, Downtown LaGrange Development Authority Director of Promotions and Marketing, barbiew@downtownlagrange.com or (706) 298-4534.

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