BIKE RIDE
Juneteenth is the oldest known celebration commemorating the end of slavery in the U.S State of Texas on June 19th 1865, 2 and half years after President Lincoln’s Emancipation Proclamation. Champaign – Urbana and other communities often celebrate Juneteenth on June 16th depending on if June 19th is a weekday. Champaign – Urbana celebrates Juneteenth through biking and the event is called a Freedom Ride. The Freedom Ride usually starts from Don Moyer’s Boys and Girls Club and the event ends with a potluck dinner at the Randolph Street community garden.

VISION
- Help youth of color discover their heritage through biking
- Increase physical activity among African American youth
- Improve mental health due to increased interaction among youth
- Empower youth to cultivate a biking culture, which is also a cheap source of travel and money saver

AFRICAN AMERICAN INVOLVEMENT WITH BICYCLES
- A. Major Taylor – American Cyclist. Taylor was the first African American athlete, and second black man cycling world championship.
- B. US Army 26th infantry division (Iron Riders) – First military troop deployed via bicycles.

CULTURAL POLITIC OF BIKING IN BLACK COMMUNITIES
Perceptions: Biking within Urban Core American Cities has come to symbolize white re-population. Although black youth do ride bicycles, they may not wear helmets or ride on designated lanes thus, they are ignored as serious bikers. Also, current advocacy programs aren’t geared towards youth of color.

Infrastructure Accessibility: Due to uneven advocacy efforts, inequitable access to designated bike lanes in various parts of the city mean certain groups have a greater risk of either getting hit by a car or getting ticketed for riding on a sidewalk.

Communication: Literature shows that some information about biking isn’t crossing over cultural gaps such as the cost of equipment, bike share program membership costs, familiarity with bike routes and biking rules.

SUGGESTIONS FOR 2013 BIKE RIDE
- Intergrate local Black Businesses
- Campus Specific tour about segregation history
- Involve more participants

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