



Office of the Mayor

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New Brunswick, New Jersey

Media Release

For Immediate Release

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Spring into New Brunswick Ciclovía on April 14

New Brunswick, NJ, April 5, 2019 – Open streets and active living return to City streets on Sunday, April 14 with the first New Brunswick Ciclovía of 2019.

New Brunswick Ciclovía is a family-friendly event that emphasizes healthy living and community building by opening our streets and offering programming for all to enjoy.

From 11 a.m. to 4 p.m., roads throughout New Brunswick will become temporarily car-free throughout a route without a beginning or an end. The route will include portions of George Street, Paterson Street, Bayard Street and Joyce Kilmer Avenue.

Participants are free to travel in any way they choose, whether it be walking, running, biking, skateboarding or dancing.

Activity Zones will be set up along the way, featuring activities in the themes of art, fitness, health and wellness, culture and safety. Enjoy games, fitness demonstrations, live music, dance performances, health information and a lot more as you travel the route. Free water stations and bike repair stations will also be set up along the route.

April 14 will also feature Mercado Esperanza in Joyce Kilmer Park, a community marketplace featuring local vendors, art and music.

Ciclovía (sih-clō-via) is an international-observed healthy living and open streets event in which roads are closed to vehicles and open to families, friends and neighbors to join together in healthy activities.

New Brunswick Ciclovía is a community collaborative organized by the City of New Brunswick, New Brunswick Tomorrow, Johnson & Johnson, Robert Wood Johnson University Hospital and Rutgers University, with assistance from more than two dozen additional community organizations.

New Brunswick Ciclovía's goal of fostering a community of health and wellness continues to grow, as last year, more than 15,000 residents and visitors took to the streets as part of the New Brunswick Ciclovía movement.

Community members who want more information on New Brunswick Ciclovía or wish to volunteer at the event are encouraged to visit www.newbrunswickciclovía.com. Follow the event at #Nbciclovía.

The City of New Brunswick is the county seat for Middlesex County and home of Rutgers, The State University of New Jersey, the world headquarters for Johnson & Johnson and two globally-renowned hospitals. New Brunswick is an educationally-focused City as well as "The Healthcare City."

All of New Brunswick's developments provide seamless access to major transportation lines and an extensive dining scene and an arts district, located in its bustling downtown. The City is focused not only on bringing in new residents and businesses, but also on improving the lives of every one of its residents.

For more information, please visit www.cityofnewbrunswick.org.