

News Release

To: Area News Media
From: DIAL/SELF (21 Abbott Street, Greenfield, MA 01301)
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FOR IMMEDIATE RELEASE

Youth Bike Night Benefit

GREENFIELD –National bike week is May 11th – May 17th this year, and the Greenfield on Wheels project is using that time to gear up and collect new and used bicycles in good working order, new bike helmets, and bike locks to give out to low-income youth.

Greenfield on Wheels is a project of DIAL/SELF Youth & Community Services that was started in 2006. The project has collected and handed out over 70 bikes, helmets and locks to area youth ages 6-21.

“We have a great working relationship with Bicycle World & Bicycles Unlimited in Greenfield,” said Thaddeus Poulter, an AmeriCorps member serving in DIAL/SELF’s TeenLine program, “but most of our donations come from individuals who have a bike or two sitting collecting dust in a garage or basement.”

For the 4th year in a row DIAL/SELF is partnering with The People’s Pint in Greenfield to raise money for the program. On Tuesday, May 12th people can come to The People’s Pint and ask to have 10% of their bill donated to the program. There will be staff members of DIAL/SELF on hand throughout out the night to answer questions about the Greenfield on Wheels project and to help facilitate any donations.

The People’s Pint will also be serving as a collection point for new bike helmets and locks throughout bike week, and if people bring in a lock or helmet to donate on Tuesday, The People’s Pint will give them a coupon for a free order of their tasty chips and salsa that will be redeemable any time in the month of May.

“This year we really need help with bike locks,” said Poulter. “Last year we had several helmets donated by the Kiwanis’, but this year we are running low on large size helmets”

There are many events going on for bike week, and a great calendar of local events can be found at www.massbike.org. Greenfield on Wheels will also be collecting locks & helmets at the FREE Lunch at

Bicycle World on May 15th but you have to ride your bike there if you want the free lunch.

To learn more about Greenfield on Wheels or to donate to the bike project, residents may contact AmmeriCorps Member Thaddeus Poulter at 413-774-7054 ext. 118. DIAL/SELF has been providing innovative youth & community service programming for over 30 years. Funding support for DIAL/SELF comes from a variety of public and private sources. For information about DIAL/SELF go to www.dialself.org.