



CITY OF ATLANTA

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March 1, 2010



KASIM REED
MAYOR

Greetings:

As Mayor of Atlanta, it is my pleasure to welcome the Atlanta Bicycle Coalition as it hosts *Atlanta Streets Alive* on Sunday, May 23, 2010, in Downtown Atlanta.

Atlanta Streets Alive is a one-day biking extravaganza which will draw thousands of people and help to raise greater awareness about health and wellness in our community. The event will serve as a natural extension of my *Fit for Atlanta* campaign, an initiative designed to promote vigorous exercise, good eating habits and overall healthier living amongst Atlantans. As the first of its kind in our City, *Atlanta Streets Alive* is modeled after the great cycling events made famous around the world, from the Ciclovía in Bogotá, Columbia; the Paris Plage in Paris; and Sunday Streets in San Francisco. Over the past 30 years, other international cities like Tokyo and Kiev, Ukraine have also embraced the original concept in similar ways. Ultimately, the event will be a joyous occasion that embraces all of our citizens and it will be representative of the diverse cultural tapestry that is Atlanta.

Atlanta Streets Alive has already garnered a tremendous amount of support from a broad array of community and civic leaders, partner organizations and residents around the City. As we gather together this May, it is my hope that this event will inspire us all to get more involved and help make Atlanta a finer place to live, work, and play.

On behalf of the people of Atlanta, I extend best wishes for an exciting event.

Sincerely,

Kasim Reed
Mayor