



MEDIA ADVISORY FOR: June 4, 2025

CONTACT: Sarah Bregant, NWSCDC, sarah.b@nwscdc.org, 414.444.8200 ext. 8104

FOR IMMEDIATE RELEASE

8th Annual Promise Zone Bike Ride Happening June 7th as part of WI Bike Week & Soul Roll MKE 2025 Ride Series

On Saturday, June 7th, Northwest Side Community Development Corporation will host the Promise Zone Ride, an annual family-friendly bike ride along the 30th Street Industrial Corridor as part of the 2025 season of Soul Roll MKE bike rides & events

MILWAUKEE, Wisc.—On Saturday, June 7, members of the media are invited to join Milwaukee residents for the Northwest Side Community Development Corporation's (NWSCDC) 8th annual [Promise Zone Bike Ride](#)—a 6.5-mile slow-paced, family-friendly bike ride in the neighborhoods around the northern part of the 30th Street Corridor.

The ride is part of [Wisconsin Bike Week](#) and the third year of a summer bike series called [Soul Roll MKE](#), which aims to build grassroots excitement for bicycling, healthy lifestyles, active transportation, and better access to trails in the area.

The neighborhood ride will feature stops at the Milwaukee Metropolitan Sewerage District's [West Basin stormwater management project](#), Juniors Foods (JR Foods), Stark Playfield, McGovern Park, and Villard Avenue, along with a few points along the railroad tracks for riders to better visualize a future bike & pedestrian trail adjacent to the existing tracks.

WHAT: 6.5-mile family-friendly bike ride starting and ending in Garden Homes Park, along the 30th Street Corridor. The route map is attached separately.

WHEN: Saturday, June 7, 2025
9am - 10am: Free bike tune-ups & repairs
10:20am: Ride rolls out of Garden Homes Park
12:30pm: Riders return to Garden Homes Park for snacks & prize raffle

WHERE: Ride starts & ends at Garden Homes Park, 2600 W. Atkinson Ave

The Promise Zone Bike Ride is free to join and open to the public. Free Soul Roll MKE T-shirts will be provided on a first-come, first-served basis. Snacks, water, and prizes are also available, including the

chance to win a free kid's bike. Participants are asked to [pre-register online here](#), though walk-ups are also welcome.

A free mobile repair station staffed by [DreamBikes](#) and the [WI Bike Fed](#) will run before the ride.

Bikes are also available to rent for the ride, free of charge, courtesy of [Bublr Bikes](#) and the [WI Bike Fed](#).

The Soul Roll MKE series, led in part by local Black biking collective [Red, Bike & Green](#), is a key component of a community-driven equitable trail development process with neighborhoods and community organizations along the 30th Street Corridor. We are proud to launch the [2025 Soul Roll MKE Master Calendar](#), featuring bike rides, events, mobile repair days, and more all in one calendar.

The Promise Zone Ride route is carefully chosen each year to highlight the city's 30th Street Industrial Corridor, showcasing the proposed location for a shared-use trail next to a 7.25-mile rail line that runs north from the Hank Aaron State Trail to Havenwoods State Forest. The proposed trail will drastically improve access to safe walking and biking trails for residents of Milwaukee's North Side.

Note: The Promise Zone Ride will still happen in light to moderate rain, but we will postpone if there is heavy rain or storms. The rain postponement date is Saturday, June 14th from 10 a.m. to 1 p.m. at the same location.

NWSCDC has served the economic development needs of Milwaukee communities since being founded in 1983. We exist to create economic opportunities, build partnerships and strengthen communities on the Northwest Side of Milwaukee. We collaborate with businesses and residents to build stronger neighborhoods, create economic growth and encourage urban environmental improvements. NWSCDC is a Certified Community Development Financial Institution, helping to attract and grow investments in the 30th Street Corridor Opportunity Zones and other priority areas. Connect with NWSCDC: nwscdc.org and @nwscdc on [Facebook](#), [X](#), [Instagram](#), and [LinkedIn](#).