



**From: Office of the Mayor:**

**Daniel Williams**, Director of Media Relations  
Office of the Mayor | [dwilliams@city.cleveland.oh.us](mailto:dwilliams@city.cleveland.oh.us)  
(216) 664-4011

**Latoya Hunter**, Assistant Director of Media Relations Office  
of the Mayor | [lhunter@city.cleveland.oh.us](mailto:lhunter@city.cleveland.oh.us)  
(216) 664-4303

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**FOR IMMEDIATE RELEASE:**  
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**City of Cleveland, Greater Cleveland Sports Commission & Bob  
Burton Foundation Create Summer Series for Dirt Bike Riders**  
*Summer 'CLE Bike Life' events planned at the Municipal Lot*

**CLEVELAND** – The City of Cleveland, the Greater Cleveland Sports Commission and the Bob Burton Foundation are partnering to create a series of family-friendly events for dirt bike riders this summer at the Municipal Lot. The events, known as *CLE Bike Life: A Rider Safe Zone* kick off May 19 at 12 p.m. with additional events planned throughout the summer. The events are part of Mayor Frank G. Jackson’s comprehensive plan to create alternatives for street-riding and to ensure the safety of residents, riders, police officers and the community. They are also part of the recently announced Safe Smart CLE initiative.

[View video from the press conference.](#)

“This has been a long process, but we are glad to partner with the Greater Cleveland Sports Commission and Bob Burton Foundation to create these events,” said Director of Public Works Michael Cox. “These efforts support the mayor’s vision for street-riders and are another way we can guide riders off the streets and into an environment that helps them as well as their community.”

*CLE Bike Life* promotes safe, responsible ownership for all generations. The events will be free and open to the public. They will include open ride opportunities for all off road vehicles and motorcycles, motorcycle vehicle inspections, lessons on proper riding gear, youth mechanic sessions, food trucks, face-painting and more.

“As we looked into dirt bikes and the dirt bike culture, we quickly realized there are many large national and regional events,” said Greater Cleveland Sports Commission President and CEO David Gilbert. “As events like this summer series and the dirt bike track build, it will give our organization an opportunity to attract new major events to town that we would not have had an opportunity to attract a few years ago.”

The City is currently working to build a professional grade dirt bike track and complex within the city limits –a first of its kind in an urban setting. Mayor Jackson believes the solution to illegal urban dirt bike riding is the creation of a comprehensive plan including recreational opportunities, law enforcement and legislation.

**About the City of Cleveland**

The City of Cleveland is committed to improving quality of life for its residents by

strengthening neighborhoods, delivering superior services, embracing diversity and making Cleveland a desirable, safe city in which to live, work, play, and do business. For more information on the City of Cleveland, visit online at [www.city.cleveland.oh.us](http://www.city.cleveland.oh.us), Twitter at @cityofcleveland or Facebook at [www.facebook.com/cityofcleveland](http://www.facebook.com/cityofcleveland).

**About Greater Cleveland Sports Commission**

Since 2000, Greater Cleveland Sports Commission (GCSC) is responsible for attracting nearly 170 sporting events which have contributed over \$450 million in economic activity to Northeast Ohio. The GCSC supports the local economy, utilizes sports as a vehicle to forward community agendas and maintains a goal of producing events that are more successful when held in Cleveland than in other cities. For more information, visit [clevelandsports.org](http://clevelandsports.org).

**About the Bob Burton Foundation**

The Bob Burton Foundation was established as a means to influence and better the community through community outreach, sporting events, education and mitigating at-risk and dangerous behaviors. The Founders are residents of Cleveland who have devoted their lives, time and livelihood to accomplish those goals. Their mission is to bridge the gap between the youth / urban motorcyclist and other at risk youth with the community, including the city government and law enforcement. For more information, visit <http://mybrtracing.net/>.

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