

MEDIA ADVISORY: *For Immediate Release*

EVENT: Thursday, March 1, 2018

PHOTO OPPORTUNITIES: 1-2:30 p.m. Bike building – Staenberg-Loup Jewish Community Center: 350 South Dahlia Street, Denver, CO 80246
4:30 – 5:30 p.m. Gifting– Holly Park Apartments: 5524 E 60th Ave, Commerce City, CO 80022

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Wish for Wheels Builds Community and Bikes

Local nonprofits provide bikes to low-income children while building relationships and teamwork

DENVER, Colo., February 26, 2018—Three local nonprofits, Mercy Housing, Inc. (MHI), Wish for Wheels (WW), and Staenberg-Loup Jewish Community Center (JCC Denver), are partnering to build and distribute bikes to low-income families. Fifty employees from the JCC Denver team will come together to build 25 bikes through the Wish for Wheels program on Thursday, March 1 that will then be donated to Mercy Housing families in need. Mercy Housing is the nation’s largest affordable housing nonprofit and with Denver as their base, they wanted every child at their local properties to have access to a healthy lifestyle. Once complete, all MHI kids in the Denver metro area will get bikes.

As rents rise many low-income families struggle to provide for their children. Wish for Wheels capitalizes on the opportunity to build relationships—companies provide the money for the bikes and their staff works together to build and distribute bikes and helmets. Volunteers reap the benefits of teamwork and the satisfaction that they’ve had a direct impact on their community. Civic engagement, teamwork, and a healthy lifestyle is promoted through WW’s model of giving.

Michael Staenberg, a civic leader, philanthropist and President of The Staenberg Group, donated the funds to the Staenberg-Loup Jewish Community Center (JCC Denver) to make this latest partnership possible. After the bikes are built, members from Wish for Wheels and MHI will head to Holly Park Apartments to give bikes to kids and families, and enjoy each other’s company. This is a highly replicable model of corporate partnership that creates positive change in the community—kids are empowered with exercise, and companies build teamwork and learn more about their home city.

How it works

Businesses hire Wish for Wheels (\$2500 = 25 bikes) and employees do a team building activity to put them together. Bikes and helmets are provided by Wish for Wheels:

- Bikes for 5 – 7-year-olds
- All Mercy Housing children in Denver metro have received a bike
- 30,000+ bike and helmets given away (over 250 to MHI kids)
- 90k+ people positively impacted
- 100+schools visited
- 5,000+ community volunteer supporters

Story Links

[Wish for Wheels partner to bring bikes to Mercy Housing children](#)

[Walmart Bike Build- The Greeley Tribune](#)

[9 News Bike Build – 9 news](#)

[Bike to Work Day- CBS 4 Denver](#)

About Mercy Housing, Inc.

Mercy Housing, Inc. (MHI), is a leading national affordable housing nonprofit headquartered in Denver, Colo. Established by the Sisters of Mercy in 1981, and in operation in 41 states, MHI has 35 years' experience developing, preserving, managing, and financing affordable housing. MHI supplements much of its housing with Resident Services, programs that help residents build stable lives. MHI's subsidiaries further the organization's mission: Mercy Housing Management Group (MHMG) offers professional property management and Mercy Loan Fund (MLF) finances nonprofit organizations.

MHI serves tens of thousands of people with low incomes, including families, seniors, veterans, people who have experienced homelessness, and people with disabilities. Its mission is to build a more human world where poverty is alleviated, communities are healthy, and all people can live to their full potential. To learn more about MHI and the services it provides, visit mercyhousing.org.

About Wish for Wheels

Wish for Wheels is a Denver based nonprofit whose mission is to change the lives of Kindergarten-2nd grade students from low income communities through the gift of a brand new bike and helmet. Our mission is only possible because of our generous donors and partners. We operate with a unique model around corporate philanthropy which allows donors to immediately see the impact they make on a child." Wishforwheels.org

About Staenberg-Loup Jewish Community Center

The Staenberg---Loup Jewish Community Center (JCC Denver) serves the metro-Denver area through educational, social, cultural, fitness, sports and other programs that are rooted in Jewish values. The JCC Denver's mission is to create a vibrant and inclusive family and social gathering place, guided by these timeless Jewish values. The J's four program areas focus on connection, community and well---being and include: a robust fitness, sports, tennis and aquatic center; Early Childhood Engagement, including an Early Learning School and a variety of programs for families; the Mizel Arts and Culture Center (MACC) which offers Denver Children's Theatre, JAAMM Fest (Jewish Arts, Authors, Movies & Music), Denver Jewish Film Festival, Wolf Summer Theater Academy, Art Academy and adult art classes; summer camps including Ranch Camp and Camp Shai; intergenerational and older adult programming like the Grandparent Connect Group and Jewish Aging Mastery Program (JAMP). Jccdenver.org