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FOR IMMEDIATE RELEASE

**LAS VEGAS CYCLIST MEMORIAL ANNOUNCES
LV5 GHOST BIKE UNVEILING AND MEMORIAL AT
LAS VEGAS BALLPARK
SATURDAY, JANUARY 23, 2021**

LAS VEGAS (Jan. 19, 2021) The Las Vegas Cyclist Memorial (LVCM) announces the **LV5 Ghost Bike Unveiling & Memorial** at Las Vegas Ball Park’s south lot, Saturday, Jan. 23, from 10 to 11 a.m. The event honors the five local cyclists who lost their lives on December 10, 2020, when they were struck by a truck while on a group ride. The LV5 includes Aksoy Ahmet, 48, Michael Murray, 57, Gerrard Nieva, 41, Erin Ray, 39, and Tom Trauger, 57. Due to COVID, people can choose to participate virtually and watch the live feed on the Ghost Bikes Las Vegas Facebook page. More information is available at www.lasvegascyclistmemorial.com.

People are encouraged to ride in small groups or individually in honor of the LV5 following the memorial. For safety reasons, a large group ride is not being organized.

“On Saturday, our goal is to show support for the families who lost loved ones and to be there for one another,” says Pat Treichel, founder of Ghost Bikes Las Vegas. “We also want to continue the conversation on cyclist safety by educating new cyclists about safety while reminding motorists of Nevada’s 3-Footer/Move Over law.”

Since its inception in 2018, when a cyclist is hit and killed by a motorist in Las Vegas, **Ghost Bikes Las Vegas** paints a bicycle white. The bike is locked to a street sign near the crash site and accompanied by a small plaque. Ghost Bikes serve as reminders of the tragedy and are quiet statements supporting cyclists' right to safe travel.

Last week, LVCM announced the launch of **Change Lanes for Bikes. It's the Law!** a public awareness campaign aimed to educate motorists and cyclists about Nevada’s 3-Footer/Move Over passing Law (NRS 484B.270). Nevada is one of 33 states to enforce a 3-Footer law and is one of five states to specify that motorists should move into an adjacent lane to the left if the lane is available

when passing a cyclist. The campaign's goal is to achieve zero collisions, ending traffic fatalities of cyclists.

According to the National Highway Traffic & Safety Administration, in 2018, there were 857 cyclists killed by motorists, up 6.3% from 2017. In Nevada, 35.6% of overall traffic fatalities are pedestrian and bicycles¹. If motorists are found at-fault in a collision with a cyclist or pedestrian, motorists may be charged with reckless driving. Other penalties include a driver's license suspension. (NRS 484B.280)

About Las Vegas Cyclist Memorial

The Las Vegas Cyclist Memorial (LVCM) is an alliance of cycling advocacy organizations working to establish safer cycling in Southern Nevada and offer support for families of the local cyclists killed in traffic accidents. LVCM works with local and state lawmakers to create innovative solutions to transform Nevada into a cycling-safe state. Organizations include Breakaway Cycling, Ghost Bikes Las Vegas, Save Red Rock, and Southern Nevada Bicycle Coalition. For more information, visit www.lasvegascyclistmemorial.com.

About Breakaway Cycling

Breakaway Cycling believes that riding a bicycle can be a healthy, sustainable, therapeutic, and activating transportation tool to benefit people of all ages. Breakaway Cycling is the community cycling team encouraging kids to perform better at school and live healthier lives by riding bicycles. We activate our mission by collaborating with aligned public/private entities, hosting bike rodeos/giveaways, and growing our donation pipeline as a 501c3 charity.

About Ghost Bikes Las Vegas

Ghost Bikes are small and somber memorials for bicyclists who are killed or hit on the street. A bicycle is painted all white and locked to a street sign near the crash site, accompanied by a small plaque. They serve as reminders of the tragedy that took place on an otherwise anonymous street corner and as quiet statements in support of cyclists' right to safe travel.

About Save Red Rock

Save Red Rock Canyon CDC 501c3 is a nonprofit organization working to preserve the safety, serenity, and scenic nature of the Red Rock Canyon National Conservation Area. Save Red Rock strives to protect the rural character and prioritize recreational and environmental needs over other uses not conducive to the primary uses as determined by the public and the NCA's mission. For more information, visit www.SaveRedRock.com or connect with Save Red Rock on [Facebook](#), [Instagram](#), and [Twitter](#).

About Southern Nevada Bicycle Coalition

Southern Nevada Bicycle Coalition is a 501(c)(3) whose mission is to advocate for safer roadways, better trails, and more biking opportunities in Southern Nevada. For more information, please visit www.snvbc.org or connect on Facebook.

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¹ Source: The National Conference of State Legislatures