

WESTEND BIZ

SUMMERTIME BIKE VALET COMES TO SARGENT AVENUE

July 13th, 2023

For immediate release

The West End BIZ is setting up a bike valet on Sargent Avenue with Saturdays on Sargent, to welcome more cyclists to the West End, starting **July 15 to September 23**. This is part of the organization's effort to elevate the pedestrian and cyclist experience and make Sargent Avenue more accessible for residents, visitors, and shoppers.

"Sargent is the kind of place that's fun to explore. But when you're driving you tend to miss all the little shops, restaurants, and eateries that truly make the West End's dynamic business scene." says Harry Mogatas, owner of Rice Bowl Restaurant - a local Filipino restaurant on Sargent Avenue. "We're thrilled to invite people to explore our neighbourhood."

[Saturdays on Sargent](#) invites all Winnipeggers to eat, drink, and shop on Sargent Avenue as part of a street activation initiative. The summer event series is bumping up the ambiance on the street with musical performances and live mural painting in key locations to make the West End a fun place to explore throughout the warmer months.

"With sidewalk fronting storefronts and a diverse selection of small businesses, Sargent Avenue is a great place to visit. We want to capitalize on that using Sargent as a gateway into the rest of our lovely neighborhood." says Joe Kornelsen, Executive Director at the West End BIZ.

The bike valet can be found on 588 Sargent Avenue, at RBC Royal Bank between Sherbrook and Maryland. This activation series will take place along **Sargent Avenue, from Balmoral to Banning, every Saturday afternoon, from 2 to 6 PM.** Details about all events can be found under the community calendar at www.westendbiz.ca/visit/

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About West End BIZ

The West End Business Improvement Zone (West End BIZ) was established in 1991 and is geographically the largest BIZ zones of the 15 in Winnipeg. The West End BIZ is committed to the principles of Community Economic Development and works to build a better West End neighbourhood through capital improvements, public infrastructure maintenance, promotional activities and neighbourhood ambassadors.

For more information, please contact:

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