

Social Superstar Spotlight

Ridekick International - "Ride for Reading"

Ridekick International's "Ride for Reading" book delivery uses volunteers to distribute donated books to local schools via bicycles. According to the Vice President of Ridekick, Dee Wanger, "We can put books in the hands of 700 kids in less than 100 hours." "Ride for Reading" has enabled Dee to combine her passions of bicycling and education to benefit the community. The "Ride for Reading" experience isn't just about getting books in the hands of kids; it's also about the benefits of cycling. "Biking is great exercise for the body and reading is great exercise for the mind," Dee exclaims.



As volunteers arrive on their bikes with trailers full of books, excited students cheer them on. Dee describes this moment as a very moving experience. An interactive presentation gets the students even more jazzed about bikes and books, and then they are able to pick out a new-to-them book. The volunteers spend time chatting with the students about their new books or about riding bikes.

The impact of the program has stretched far beyond delivering books to schools; it has increased awareness and support of [World Book Night](#) as well as the [Book Trust of Fort Collins](#). Other local businesses such as [Eco-Thrift](#), [New Belgium Brewing Company](#) and [Clothes Pony & Dandelion Toys](#), among many others, have contributed to the program and through collaboration have made the event a meaningful community project.

Ridekick International's participation in the national Ride for Reading movement demonstrates that simple ideas can have lasting positive impacts.