



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

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MEDIA ADVISORY

March 31, 2011

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Bicycle Ride Around Lake Okeechobee to Promote Literacy *SFWMD will distribute water conservation information at the event*

WHAT: Cyclists from South Florida will ride around the shores of Lake Okeechobee this weekend at the inaugural Loop the Lake for Literacy. The event will benefit the programs of the Literacy Coalition of Palm Beach County, which works to ensure that adults, children and youth gain the life skill of reading.

The South Florida Water Management District (SFWMD) is among several organizations participating in Loop the Lake for Literacy. The District will exhibit a table of water conservation information at the event.

For details on the SFWMD's Comprehensive Water Conservation Program and water-saving tips, visit www.savewaterfl.com.

WHEN: Saturday, April 2, 2011

TIME: 7 a.m. – Start of the 200-km ride
8 a.m. – Start of the 25-, 50- and 100-km rides

WHERE: The 25-, 50- and 100-km rides will begin and end at Torry Island at the Belle Glade Marina Campground. The 200-km ride will begin and end at the Lake Okeechobee Outpost in Pahokee.

WHO: The public is invited to cheer on the riders at the event.

CONTACT: For more information on the event, please call 800-273-1030 or visit www.loopthelakeforliteracy.org.

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About the South Florida Water Management District

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.