



RED BIKE MOMENT™

MUHAMMAD ALI CENTER

All of us have memories to reflect upon which reveal insights into how we became who we are today. More often than not these are remembered as brief moments. Muhammad Ali came into being through such a defining moment that it completely changed the course of then twelve-year-old Cassius Clay's life.

What Is a Red Bike Moment®?

A Red Bike Moment® is a transformational event in your life that occurred because of a challenge or overcoming some type of adversity. When Muhammad Ali—then Cassius Clay—was twelve years old, his new red Schwinn bicycle was stolen. Clay, in tears, found a policeman to report the crime to and stated that he wanted to “whup” the thief who stole his bike. Serendipitously, the policeman was Sergeant Joe Martin, who trained boxers. He encouraged Clay to return to the gym and learn how to box before looking for retaliation. Cassius Clay's stolen bike was a pivotal moment in his life because it led to boxing; it became his “Red Bike” Moment.

Share Your Red Bike Moment®

Each and every one of us has a story to tell. To celebrate Ali's legacy and the upcoming Ken Burns' film *Muhammad Ali*, the Muhammad Ali Center is partnering with PBS stations to collect stories from people across the country about moments in their life that helped make them who they are today. It can be a large or small moment—if it has had a profound impact on your life in any way, it counts. Simply post a video or photo on social media telling your story, and include the hashtags **#RedBikeMoment** **#MuhammadAliPBS** and the **#AliCenter** to share it with the world! Tag the Muhammad Ali Center on Facebook (**f @MuhammadAliCenter**), Twitter (**t @AliCenter**), or Instagram (**i @AliCenterLou**) and your story may be included in the Ali Center's Red Bike Moment® digital archive.

Red Bike Moment® Prompts

1. What's a pivotal moment in your life that inspired you to become involved with your community and make a positive change?
2. Which of the causes below do you fight for? And why?
 - #Education
 - #Human Rights
 - #Economics & Poverty
 - #Environmental Justice
 - #Health
 - #Peace
 - #Family and Friends
 - #Aid/Relief
3. Which of Ali's SIX CORE PRINCIPLES do you identify with? #Confidence, #Conviction, #Dedication, #Respect, #Giving, or #Spirituality? For more information about Muhammad Ali's SIX CORE PRINCIPLES, visit **alicenter.org**.

ABOUT THE ALI CENTER The Muhammad Ali Center, located in Ali's hometown of Louisville, Kentucky, is a multicultural center with an award-winning museum dedicated to the life and legacy of Muhammad Ali. The Center's museum experience captures the inspiration derived from the story of Muhammad Ali's incredible life and the Six Core Principles that fueled his journey. More information is available at **alicenter.org**.



Be Great :: Do Great Things

ABOUT THE FILM *Muhammad Ali*, a film by Ken Burns, Sarah Burns, and David McMahon, brings to life one of the best-known and most indelible figures of the 20th Century, a three-time heavyweight boxing champion who captivated millions of fans with his mesmerizing combination of speed, grace, and power in the ring, and charm and playful boasting outside of it. Ali insisted on being himself unconditionally and became a global icon and inspiration to people everywhere. Premieres Sept 19 8/7c on PBS stations nationwide (check local listings). Check out **pbs.org/ali** to learn more.