



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, our Champ as we knew him, came into being through such a defining moment that it completely changed the course of then twelve-year-old Cassius Clay's life. If Cassius had not returned to the gym the next day to learn how to box, one has to contemplate whether or not he *ever* would have become Muhammad Ali, and consequently if he would have *ever* accomplished in life what he was able to do.

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 Burn's 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 share a video or photo post on social media telling your story. Don't forget to tag #RedBikeMoment along with the Muhammad Ali Center (#AliCenter) the film (#MuhammadAliPBS) to share it with the world!

Posts on Facebook or Twitter tagging the Muhammad Ali Center will be considered for inclusion in the Ali Center's Red Bike Moment digital archive.

Facebook: @MuhammadAliCenter

Twitter: @AliCenter

Instagram: AliCenterLou

#RedBikeMoment

#AliCenter

#MuhammadAliPBS

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
 - #Health
 - #Human Rights
 - #Peace
 - #Economics & Poverty

- #Family and Friends
- #Environmental Justice
- #Aid/Relief

3. Which of Ali's core principals do you identify with?

- #Confidence: belief in oneself, one's abilities, and one's future
- #Conviction: a firm belief that gives one the courage to stand behind that belief, despite pressure to do otherwise
- #Dedication: the act of devoting all of one's energy, effort, and abilities to a certain task
- #Respect: esteem for, or a sense of the worth or excellence of, oneself and others
- #Giving: to present voluntarily without expecting something in return
- #Spirituality: a sense of awe, reverence, and inner peace inspired by a connection to all of creation and/or that which is greater than oneself

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.

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.