

LOUISIANA BUCKET BRIGADE DOWN BY THE RIVER BIKE RIDE

I learned so much on the bike ride – it was informative and powerful, and helped me see the connections between history and ongoing injustices.

– Participant

Down by the River (DBTR) is a 7-mile guided bike ride along the Mississippi River levee in St. Charles Parish, part of the 85-mile stretch of river known as “Cancer Alley.” More than a bike ride, it is an exploration that connects America’s largest slave revolt to today’s work for environmental justice, weaving Black history, present-day organizing, and storytelling into an unforgettable experience.



THE ROUTE TELLS THE STORY

- **Environmental Justice in Action:** Hear personal testimony from community co-leaders about current industrial pollution challenges and how local residents continue the region’s long tradition of resistance.
- **The Diamond community and the bittersweet victory:** Pedal through the Diamond community of Norco and learn how Margie Richard and the Concerned Citizens of Norco won a landmark campaign against Shell— a blueprint for community power.
- **1811 Slave Revolt:** Ride the same river road where over 500 enslaved people organized the largest uprising in U.S. history. This revolution inspired the Diamond residents into action.

“ If my ancestors could stand up to slavery, I can surely stand up to Shell.”

– Margie Richard, Former President of Concerned Citizens of Norco

LOGISTICS & DETAILS

Starting point: Norco, Louisiana (St. Charles Parish)

Distance: ~7 miles round-trip (mostly flat, levee-top terrain)

Duration: 2.5–3 hours

Provided: Bicycles and helmets; (please bring a filled water bottle)

Group Size: 5–25 riders (larger groups available)

Guides: Co-led by Louisiana Bucket Brigade and Rural Roots Louisiana

Cost: \$65 per person

This is so important and brings home all the connections to what is still happening in the region. Everyone should take this ride.

– Participant



Contact us to schedule a group ride, discuss curriculum integration, or explore sponsorship.

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📷 [@labuckets](https://www.instagram.com/labuckets)

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