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FOR IMMEDIATE RELEASE:

**BIKE WEEK PASADENA: A SALUTE CELEBRATING
“EVERYTHING BIKE” STARTS MAY 14**

Bike Week Pasadena is a grass roots initiative organized in cooperation with the city of Pasadena that brings together “everything bike” for a weeklong salute to the bicycle and its many uses, from commuting, to exercising, to just plain having fun. More than 15 free events are planned beginning Monday, May 14 through Sunday, May 20 including:

- **Mayor’s Bike to Work Brigade** led by Bill Bogaard, bicycling aficionado and Mayor of Pasadena.
- Themed bike tours like the **Sunset Sonata Ride**, where you can cycle to an enchanting overlook on the Arroyo Seco, complete with a live violin and cello duet as well as hors d’oeuvres.
- Free bicycle-related **films and documentaries** screened outdoors nightly in the One Colorado Courtyard.
- An **Urban Bicycle Commuter Expo** featuring folding and electric bicycles, accessories, cargo bikes and trailers that handle everything from shopping trips to hauling lumber.

Bike Week Pasadena is a citywide effort to highlight the benefits of bicycling. Riding a bicycle is an easy way to exercise, reduce traffic congestion, minimize air pollution, cut fuel costs -- and a wonderful way to meet your neighbors. This weeklong salute is presented by city of Pasadena Department of Transportation, One Colorado, Cyclists Inciting Change through Live Exchange (C.I.C.L.E.), Patagonia and Metro.

KICK-OFF EVENT – Monday, May 14, 11:00 A.M. *Free.*

Join Pasadena Mayor Bill Bogaard in the One Colorado Courtyard at the official launch of this biking celebration. Be a part of Mayor Bogaard’s **Bike to Work Brigade**, as the Mayor leads a contingent of bicyclists escorted by the Pasadena Neighborhood Team / Bicycle Patrol through city streets to newly renovated Pasadena City Hall. To take part in this fun ride, please call C.I.C.L.E. at (323) 478-0060 or visit BikeNow.org.

URBAN BICYCLE COMMUTER EXPO – Saturday, May 19, 10:00 A.M. to 5:00 P.M. *Free.*

Curious about bicycles? Find out everything you want to know and discover exciting inventions at the *Urban Bicycle Commuter Expo* in the One Colorado Courtyard. *Expo* will steer you to innovative cycling ideas, whether you are just starting out, or already an enthusiast. You’ll receive answers to such questions as, What kind of bicycle do I need? How much can I be expected to pay? Can I carry my laptop on my bike? Take part in bicycle maintenance workshops. Marvel at *Funky to Functional*, an exhibition of D.I.Y. personalized commuter bikes. Confirmed exhibitors include REI, InCycle, Path to Freedom (XtraCycle dealer), Flex Car, Cal Start, LACBC, CICLE, Bikerowave, Bike Oven, Psycles Chopper Club, AIDS Lifecycle, Patagonia, Metro and city of Pasadena departments of Public Works and Transportation. *Urban Bicycle Commuter Expo* is free and open to the public.

THEMED BICYCLING RIDES – Friday, Saturday and Sunday.

- **Sunset Sonata Ride** – Friday, May 18.
Take a leisurely ride to the Arroyo Seco and watch the sunset. Enjoy live classical music by string duet *Telematique*, light hors d'oeuvres and drinks. Return to One Colorado for movies in the Courtyard. Ride departs at 6:45 P.M. from Patagonia. Presented by C.I.C.L.E.
- **Early Bird Special Tour** – Saturday, May 19.
Take a brisk morning ride from One Colorado to the Pasadena Farmer's Market at Victory Park, have breakfast and then return ride to *Urban Bicycle Commuter Expo*. Ride departs at 8:00 A.M. from Patagonia. Led by Chris Nelson. Presented by C.I.C.L.E.
- **City Trees Ride and Picnic** – Sunday, May 20.
Pasadena boasts more than 61,000 street trees and is the recipient of the "Tree City USA" award for seven years running. Experience this amazing urban forest on a tour of natural and man-made woodlands near Old Pasadena and throughout the city. All riding levels welcome. Tour departs from Patagonia at 8:00 A.M. Led by Katura Reynolds of Tree People. Presented by C.I.C.L.E.

WORKSHOPS – Tuesday and Saturday. *Donations gratefully accepted.*

- **Bikes in the City Part I** – Tuesday, May 15
You may know how to ride your bike, but can you safely navigate city traffic? This practical two-part workshop will show you how to enjoy the benefits of urban bicycling – by keeping your experiences positive and safe. Pre-requisite: You should feel comfortable with balancing and steering your bike. Workshop is held at 7:00 P.M. in Patagonia. Bicycle not required. Presented by C.I.C.L.E.
- **Bikes in the City Part II** – Tuesday, May 22
Second evening class. Bring your bike (with night lights) for an easy night ride in Old Pasadena. Put into practice what you have learned so far. Workshop is held at 7:00 P.M. in Patagonia. Presented by C.I.C.L.E.
- **The Basics** – Saturday, May 20
An overview of the simple steps you should take to confirm that your bike is safe and ready to ride. Also covered will be the three most important things you can do to keep your bike happy, the fundamental safety equipment and tools every rider should have (and know how to use) and a hands-on flat-fix demonstration and practice. Held during the *Urban Bicycle Commuter Expo* in the One Colorado Courtyard.
- **The Bicycle – A Mechanical Overview** – Saturday, May 20
The mechanical systems of the bicycle will be explained with an eye toward basic tuning and repair. No particularly exotic tools are needed for the adjustments discussed; just a handful of metric wrenches, a screwdriver or two, and a bit of mechanical aptitude. Also addressed will be further resources for the aspiring home mechanic. Held during the *Urban Bicycle Commuter Expo* in the One Colorado Courtyard.

OUTDOOR FILM SCREENINGS – Nightly at 8:00 P.M. in the One Colorado Courtyard.
Free.

- **Monday Double Bill:** *The Bicycle Corps: America's Black Army on Wheels* and KCET-PBS California Gold episode *Bicycles*.
The Bicycle Corps: America's Black Army on Wheels
 In 1897, the U.S. Army theorized that the newly developed "safety" bicycle could replace the horse as a means of troop transport. As a result, twenty African-American soldiers put their bicycles, their bodies, and the theory to the test with a 2000-mile ride from Montana to St. Louis, Missouri. *The Bicycle Corps* chronicles their journey through the eyes of two soldiers. 59 minutes. 2000. California Gold episode *Bicycles* takes a look at L.A.'s bike history with stops at the Pasadena Museum of History and a Sunday morning ride back in time as host Huell Howser uncovers other important stops in LA's Bike history.
- **Tuesday Feature:** *Jour de Fete*
 A cycling comedy by French director Jacques Tati, which tells the story of an inept postal carrier. Influenced by too much wine and a newsreel on the rapidity of the American postal service, he goes to hilarious lengths to speed his mail deliveries aboard his bicycle. 1949.
- **Wednesday Documentary:** *Joe Kid on a Stingray: The History of BMX*
History of BMX documents the evolution of a 1970s sports fad in which kids began modifying their Schwinn Sting-Rays to look like motorcycles. This documentary takes a serious look at the history and evolution of BMX bicycle riding, from the streets of 1960s suburban neighborhoods to today's stadium-packed shows. 2005.
- **Thursday Documentary:** *Contested Streets*
Contested Streets explores the history and culture of New York City streets from pre-automobile times to the present. The examination shows how a city -- though the most well-served by mass transit in the United States -- has relinquished public space for the rapid movement of cars and trucks over all other functions. 57 minutes.
- **Friday Shorts:** Reel of Bicycle Shorts with *Return of the Scorcher*
 This half-hour documentary looks at bike culture around the world, with inspiring scenes filmed in China, The Netherlands, Denmark, and the U.S. In the 1890's, before automobiles, bicyclists were referred to as "Scorchers" because of their blazing speed. A century later, in a world filled with cars, *Return of the Scorcher* discovers an inspired and evolving bicycling renaissance. 28 minutes. Also includes *Nasu: Summer in Andalusia*, the first Japanese animé film to be selected for the Cannes Film Festival. Pepe is competing in a multi-stage cycling race through Spain. But in a turn of fortune, he abandons his assigned role to assist the team's top rider and strives for his own glory. 47 minutes
- **Saturday Feature:** *2 Seconds*
 Champion mountain bike racer Laurie hesitates at the starting gate, and it costs her the race. Forced into retirement, she takes a job as a bike messenger. By chance, she meets Lorenzo, a cantankerous bike shop owner and former champion himself. Their love of cycling draws them together in spite of initial clashes. One night, they face each other in an unusual duel. 105 minutes.

For more information, please go to www.BikeNow.org or call 323-478-0060.