

For further information:
Robin Faulk
626.844.8855

For immediate release:

**SOUTHERN CALIFORNIA'S LARGEST BIKE CELEBRATION
PRESENTS FREE CITY TOURS, A DYNAMIC COMMUTER EXPO,
FAMILY FUN AND MORE, MAY 12 - 17**

Pasadena, Calif. (May 2008) -- Bike Week Pasadena will showcase what's hot about bicycling, from discovering the latest fashionable accessories, to learning street-safe techniques, to exercising and exploring city neighborhoods, May 12 through May 17.

This free citywide event, launched with great success last year, is aimed at encouraging people to include bicycling as an alternative way to run errands, visit friends and keep in shape. Public response exceeded expectations, so this year's Bike Week has expanded to include the closure of DeLacey Avenue between Union Street and Colorado Boulevard during the Urban Commuter Bike Expo (Saturday, May 17), more guided tours, live music, a kids bike rodeo and workshops throughout the week.

"With gas hovering at \$4 per gallon, it's time to demonstrate just how easy and cheap pedal-power can be," states Judi Masuda, transportation planner for the city of Pasadena. "And with all the cycling technology and handy accessories on the market, even trips to the grocery store have become an easy errand by bike."

Free and open to everyone, Bike Week Pasadena is a public-private collaboration of the city of Pasadena Department of Transportation, One Colorado, Playhouse District Association, Cyclists Inciting Change through Live Exchange (C.I.C.L.E.) and METRO. Sponsors include Whole Foods, Shell Vacations, REI, Pasadena Cyclery, InCycle and Helen's Cycles.

Highlights include:

- **Metro Gold Line Pit Stops:** Bicycle Pit Stop teams will be stationed at every Metro Gold Line stop in Pasadena, ready to revitalize commuter spirits with tasty treats and information about the week ahead, Monday, May 12, from 4:30 to 6:30 P.M.
- **Themed Bike Rides:** Everyone's invited to enjoy guided bike tours such as Ladies Night, a women's-only road ride that winds through Pasadena to the Rose Bowl, and returns to the One Colorado Courtyard for mini clinics courtesy of Origins and refreshment, Tuesday, May 13, 6:00 P.M.; Tour de

Pasadena, a co-ed ride that will explore city streets and neighborhoods, Wednesday, May 14, 6:00 P.M., and Heaven on Wheels, an easy paced jaunt through Pasadena's famous Bungalow Heaven neighborhood, Friday, May 16, 7:00 P.M. (meet at Trio Courtyard, 44 N. Madison in the Playhouse District.) Please visit CICLE.org for details.

- **Urban Bicycle Commuter Expo:** Kick off an incredible day with a family bike ride led by Pasadena Vice Mayor Steve Haderlein, then enjoy all the Expo has to offer, including a wealth of exhibitors focused on encouraging cycling. Bike shops, bike manufacturers, accessory manufacturers and regional advocacy groups will come together to present the latest bicycles, fashion, gear and information emerging from the ultra-hot urban bike commuter scene. Attendees can experience how-to workshops on bike maintenance, bike commuting, and apparel clinics. Entertainment will include Very Be Careful at 1:00 P.M., a homegrown L.A. band that blends Caribbean soul with California heart. Find something unique and stylish for your next bicycle outing. Workshops, demonstrations, kids rodeo, more! The Expo happens all day long on Saturday, May 17, 10:00 A.M. to 5:00 P.M. on DeLacey Avenue between Union and Colorado and in the One Colorado Courtyard.
- **Bike Film:** Animated bike classic The Triplets of Belleville, a 2004 Academy Award nominee, will be screened outdoors under the stars in the picturesque One Colorado Courtyard, Saturday, May 17 at 8:00 P.M., after the Urban Bike Expo.

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. For further information, please visit www.CICLE.org or call 323.478.0060.

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MEDIA: Please contact Robin Faulk at 626.844.8855 or robinfaulk@att.net for further information, interviews, and photographs.