



FOR IMMEDIATE RELEASE

CONTACTS:

Steve Sheldon
steves@dlba.org
562.436.4259

INAUGURAL LONG BEACH BICYCLE FESTIVAL SET TO ROLL INTO DOWNTOWN

**FAMILY-FRIENDLY FESTIVAL AND RACES WILL HIGHLIGHT INITIATIVE TO
BECOME 'MOST CYCLING FRIENDLY URBAN CITY IN THE U.S.'**

Long Beach, CA — (March 30, 2009)— The inaugural Long Beach Bicycle Festival presented by Wokcano Restaurant is expected to bring thousands of spectators and racers when it hits the streets of Downtown Long Beach on April 3 and 4. The two-day event will offer family-friendly activities and amateur and professional bike races with more than \$16,000 in prizes to be awarded.

The weekend begins on Friday, April 3 with 'Bike to Work Friday.' Residents who work locally are encouraged to ride their bikes instead of driving to work. At 4PM, the East Village Arts District Bike Expo will get underway on 1st Street between Elm and Linden. With fixed gear competitions, a vendor fair featuring the latest in urban cycling gear, a bike valet, Gold Sprints and live music until 10PM, the event will jump start the weekend festivities.

The Wokcano Beer & Wine Garden, hosted by Wokcano Restaurant (soon to open their Long Beach Location Downtown at 199 Promenade Walk) will offer a selection of beverages, and the main stage will feature live performances by The Secret 6 at 8PM and Repeater at 9PM.

The fun continues on Saturday, April 4 from 1-10PM as the races begin and the Pine Avenue Finish Line Festival livens up the city center. Amateur and professional cyclists will race on a 0.8 mile criterium course that winds through Downtown streets, while spectators line the course and explore the festival on Pine Avenue at Broadway.

The family-friendly event will include a rock climbing wall, face painter, bounce house, balloon artist, wild life petting zoo and more. The vendor fair and expo area will feature live demonstrations, educational presentations, cycling gear and prize giveaways.

Following the final men's race which concludes at 7 PM, the Bikestation CYCLESTYLE Fashion Show will take over the main stage with more than 30 models featuring local designers. At 8PM, more than \$16,000 in prize money will be awarded to race winners followed immediately by a live performance by Was (Not Was) featuring Grammy Award Winner Don Was on the main stage.

-more-

“We’re expecting thousands of spectators and race enthusiasts,” said Festival Director Mark Bixby. “The cycling community is abuzz about this new event, and the local community has been extremely supportive.”

The first-time event will highlight the City’s Bicycle Master Plan, which sets out to make Long Beach the most cycling friendly urban city in the U.S. The plan, which calls for the introduction of new bike lanes, improved access for cyclists and connectivity between different areas of the City, will be featured at the event with City staff on hand to provide additional information, answer questions and display mock-ups of designs being considered for implementation.

Long Beach City Council member, Suja Lowenthal, who represents the City’s 2nd District will attend the Festival and participate in a competitive tricycle race with other Council members and in the CYCLESTYLE Fashion Show.

Professional cyclist and Long Beach Bicycle Ambassador Tony Cruz is working closely with the City in the development of its plan and has played a major role in the planning and organization of the event. “What an amazing opportunity to highlight the many bike friendly aspects of our City and the enhancements that are just around the corner,” said Cruz.

In addition to the Downtown Long Beach Associates (DLBA), major event sponsors and partners include Wokcano Restaurant, the City of Long Beach, Long Beach Area Convention and Visitors Bureau, Long Beach Redevelopment Agency, City Light & Power, Anza Event Rentals, Queen Beach Printers and Minuteman Press.

“This festival would not be possible without the support of so many of our volunteers, civic partners and sponsors,” said DLBA President and Chief Executive Officer, Kraig Kojian. “Because of the passion and enthusiasm behind cycling and the City’s new bike initiatives, this first-time event will be a tremendous success and one that I believe will become a staple activity for our Downtown.”

For more information about the DLBA, please visit www.downtownlongbeach.org or call (562) 436-4259.

###

About DLBA:

The Downtown Long Beach Associates is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.