

Boston Bicycle Festival

280 Lincoln St.

Allston, MA 02134

www.bostonbikefestival.org



BOSTON KICKOFF FOR NATIONAL MAYOR'S BIKE RIDE

On May 3, at 4:30 PM, bicyclists will gather in Boston City Hall Plaza to receive a proclamation from Mayor Menino and send it off for the start of the northeast leg of the National Bicycle Greenway Mayor's Ride, a 51-city tour to show how bicycles can improve the health of cities as well as commuters.

The Boston rally will include people on old-fashioned "HiWheelers", teens participating in earn-a-bike workshops, bicycle commuters, and members of local bike clubs and advocacy groups. It is being organized by the Boston Bicycle Festival, a non-profit working in partnership with the city to promote bicycling as a way of making Boston a better place to live and work. Other participating groups include MassBike and Bikes Not Bombs.

Boston Bicycle Festival Executive Director, Steven E. Miller said, "The Boston contingent is part of a national effort, culminating in Chicago, IL on July 30, to raise public awareness that cycling, in addition to being fun, is part of the solution for concerns around the need for better nutrition and more physical activity, transportation and environmental pollution, and the desire to increase the attractiveness of urban areas as a place for young families to live and work."

Road cycling is now the country's most popular recreational activity, according to the Outdoor Industry Association, involving more than 78 million participants compared to golf at 25 million.

The Boston Bicycle Festival is developing a sustainable, year-round program that brings large numbers of people together from different neighborhoods and towns to celebrate bike riding and the host city. It's signature event will be an annual city-wide bike ride and celebration based in Franklin Park. The first annual Boston Bicycle Festival will occur in September 2005 in affiliation with the city's on-going 375 Anniversary. The Festival's goals include: (1) Bringing people together to celebrate Boston's parks, neighborhoods, cultural diversity, and architectural beauty. (2) Sharing Boston as a welcoming community in which to live and work. (3) Promoting health through biking activity throughout the city.

For more information, contact:

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