

MEDIA RELEASE



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BIKE WEEK 2010

Cycling is smart travel

The largest ever Bike Week festival kicks into gear on Saturday 13 March for a nine-day, citywide celebration of cycling – the fastest growing mode of transport in Australia.

Pedaling the message, *cycling is smart travel*, Bike Week 2010 will present a range of rides and (mostly) free activities to demonstrate the numerous fitness, financial and fun benefits of the pursuit and encourage people of all ages to get in the saddle.

Individuals and groups can saddle up for signature Bike Week events the BDO Brisbane Coot-tha Challenge, with its famous hill climb, and the more introductory Great Brisbane Bike Ride.

With more than 20 events ranging from the corporate challenge of Scody Ride to Work Day, leisurely riverside Goldcross Family Fun Ride, informative Epic Cycles Maintenance Workshops and the lycra love of 10 Speed Dating, there is something for everyone during Bike Week 2010.

Mountain Biking, Road Riding, Criterium, BMX, Bike Orienteering and the European craze Cyclocross City CX all feature in the program and highlight the broad sporting directions open to cyclists.

Female riders can find inspiration at the popular Women's Ride and Seminar and discover tips on training, road safety and bicycle maintenance or bring their bubs in tow to the Babes on Bikes ride.

"We're excited to offer so many activities for the whole family to enjoy together during Bike Week 2010 and encourage locals and visitors to Brisbane to join in the Goldcross Family Bike Ride, Babes on Bikes or try something a little different like Bike Orienteering," said Ben Wilson, Manager of Bicycle Queensland.

Bike Week 2010 runs from 13 to 21 March with full program details available at www.bq.org.au

Online entries are now open for the Great Brisbane Bike Ride and BDO Brisbane Coot-tha Challenge, which supports the Endeavour Foundation.

Bicycle Queensland is non-profit community and advocacy group working to make cycling safer. In addition to Bike Week, the group also presents the Cycle Queensland regional ride and the Wilson HTM Brisbane to the Gold Coast Cycle Challenge.

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