

FOR IMMEDIATE RELEASE

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The Long Beach Cyclists Organize a BikePool From Downtown to the Farmer's Market

Long Beach, CA—April 22, 2008—The Long Beach Cyclists are inviting residents to “go green, go by bike” this Sunday and join them on a BikePool to the Sunday farmer’s market at the Alamitos Bay Marina. Bicyclists will join together in a social group bicycle ride from three different locations in Long Beach (Bikestation in downtown, Portfolio’s Coffeehouse in Carroll Park, and Jones’ Bicycles in Belmont Shore) and ride to the farmer’s market, where ride participants can buy organic and locally grown food.

The BikePool encourages residents to replace short car trips with a bicycle. In the United States, 48% of car trips are less 3 miles. The distance from Belmont Shore to the Sunday farmer’s market at Alamitos Bay Marina is *only* slightly over a mile. The distance from Bikestation, the furthest point on the route, is less than 6 miles.

“This ride is not a race. It is not Critical Mass. It’s about taking the simple act of riding a bike and doing good. You’re getting your exercise, you’re getting your groceries done, and you’re doing something good for the environment,” says Russ Roca a Long Beach Cyclists member. All participants will be encouraged to wear helmets and observe all traffic rules and regulations.

The businesses at the gathering points are also doing their part to encourage the riders. Bikestation will be giving away one free bicycle tune-up. Portfolio’s Coffeehouse will be offering riders a 10% discount on all drinks. Jones’ Bicycles will be offering a 10% discount on all helmets, lights and locks.

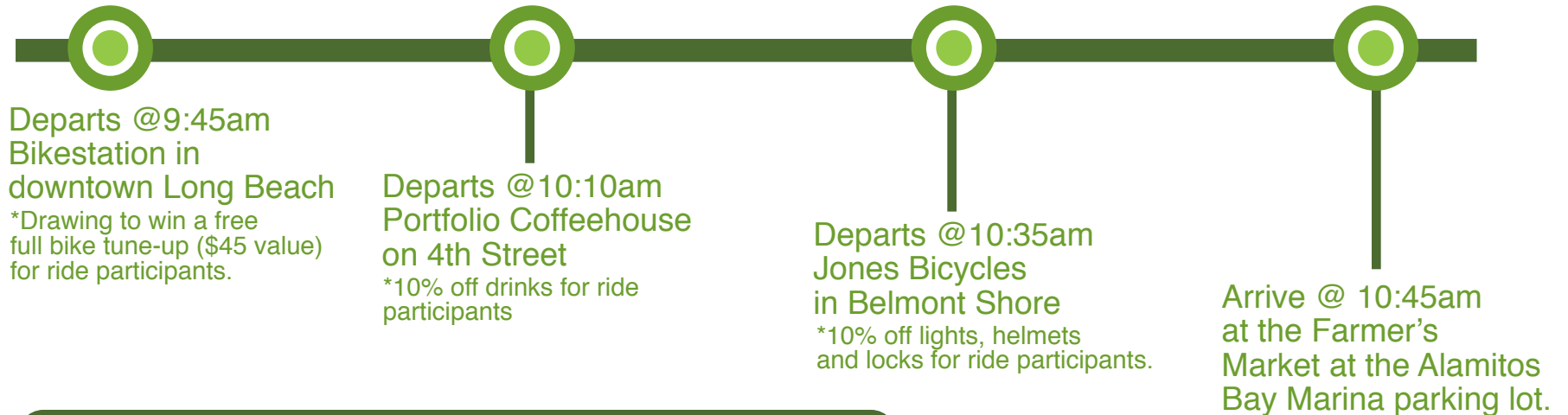
The farmer’s market BikePool is one of several events that the Long Beach Cyclists are organizing this year to raise bicycle awareness. “We want this to be the summer of the bicycle in Long Beach,” says Dominic Dougherty, a Long Beach Cyclists member and certified bike instructor. “Look for more events like BikePool and Bike to Work Day (May 15th) that the Long Beach Cyclists are organizing. It’s time to dust off that bike in the garage and start changing the world one pedal stroke at a time.”

Long Beach Cyclists promote cycling as a fun, valued and sustainable transportation choice in Long Beach through community, advocacy and education. For more information about the Long Beach Cyclists, go to www.lbcyclists.org or email them at lbcyclists@gmail.com

Go Green. Go by Bike.

Join our Bike-pool on Sunday's from Downtown to the Farmer's Market.

Ride Dates: April 27th, May 4th, May 11th



Join us every Sunday for a casual and social ride to help create a greener Long Beach. Meet us at one of three locations as we go by bicycle to the Sunday Farmer's Market at the Marina. The ride is open to all. Learn how to use your bicycle to replace short trips.

For more information, visit www.lbcyclists.org or email us at lbcyclists@gmail.com

Participants are **strongly encouraged** to wear a helmet (all riders under 18 required by law to wear a helmet). The ride will take place on the street and will obey all traffic rules and regulations. Please be comfortable controlling your bicycle.

*Discounts applicable only during ride times.

