

FOR IMMEDIATE RELEASE



Contact Info: Darbi Davis, 2012 Bike Fest Coordinator

Living Streets Alliance
P.O. Box 2641
Tucson, AZ 85702-2641
520.261.8777
darbi@livingstreetsalliance.org
www.livingstreetsalliance.org

TRADE YOUR 4 WHEELS FOR 2 AS TUCSON GEARS UP FOR BIKE FEST 2012 FEATURING NEW FAMILY FRIENDLY EVENTS

Tucson (March 17 – April 21, 2012) – Bike Fest 2012 returns to Tucson for six weeks beginning the weekend of March 17. Many local groups will be hosting bicycle events to inspire riders of all ages and skill levels.

Bike Fest serves as an umbrella network for nearly 20 bike-friendly events such as the third annual Cyclovia Tucson on March 18, Bike to Work Week, Tucson's Inaugural Kidical Mass, The Old Pueblo Grand Prix, the Commuter Challenge and more. Bike Fest 2012 is expected to attract more than 50,000 participants across all scheduled events.

Bike Fest showcases bicycling as a safe and convenient alternative means of navigating through our community. It is a regional event designed to educate and encourage riders to participate in community bike activities.

Mount your saddle, brrriing that bike bell and pedal down to celebrate healthy living, open streets, fresh air and Tucson sunshine this spring! Keep up with all the events by following the "Bike Fest 2012" Facebook page and the website at www.bikefesttucson.com.

Bike Fest is hosted by the local non-profit advocacy organization, Living Streets Alliance, in partnership with the City of Tucson, Pima County and Pima Association of Governments.

The mission of Living Streets Alliance (LSA) is to "promote healthy communities by empowering people to transform our streets into vibrant places for walking, bicycling, socializing, and play." LSA is improving access to alternative modes of transportation in the region through outreach, education, advocacy and research.

For more information, visit www.livingstreetsalliance.org/bike-fest

What: **Bike Fest 2012**; When: March 17-April 21; Where: Tucson, AZ

###