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Press Contact:
Svetlana Legetic / 912.224.7588 /svetlana@bytmedia.com
dcbikeride.com

DC's Only Closed-Road, Car-Free Bike Ride Rolls Through
the Nation's Capital Next Week on May 19, 2018

*8,000 BICYCLISTS WILL ENJOY DC'S ONLY CAR-FREE, RECREATIONAL BIKE RIDE FOR
ALL AGES AND BIKING ABILITIES WITH A FINISH FESTIVAL ON THE NATIONAL MALL*

WASHINGTON, D.C. - DC Bike Ride, the region's only closed-road, recreational bike ride, returns to the District on Saturday, May 19th, celebrating bicycling as a form of transportation, healthy living, fitness and fun.

A recreational ride in which participants are invited to bike at their own pace, DC Bike Ride is a family-friendly event that brings together people of all ages and biking abilities for a celebration of life on two-wheels. The closed-road course features entertainment from local bands, as well as rest stops with water and healthy snacks. Participants can choose from a 20-mile route or a 6-mile short cut to the finish.

"What makes this event so unique, apart from it being our city's only closed-road event for bikes, is that it brings together such a diverse group of people that enjoy biking, said DC Bike Ride's Director of Marketing Michelle Cleveland. "You see so many different types of bikes: regular hybrid and commuter bikes, bikes that people pulled out of their garage the night before, fat tire mountain bikes, tandems, and those bicycle trailers for kids attached to a parent's bike. This is an event anyone can do. We work hard to create a safe and welcoming space for people who bike to come together and celebrate bicycling."

Now in its third year, DC Bike Ride expects to attract upwards of 8,000 registrants from 40 states, Canada and several international countries. The event takes participants on streets that are usually closed to bikes, giving riders the opportunity to see DC in a completely new way, such as from a car-free Whitehurst Freeway or the 395 lanes of the 14th Street Bridge over the Potomac River. Bike rentals are available to reserve in advance from Bike and Roll DC.

The ride ends with a Finish Festival along the National Mall and next to the U.S. Capitol, featuring musical performances by DC's legendary go-go band Trouble Funk and DJ Little Bacon Bear, a local DJ from radio station WKYS. Along the car-free route, DC Bike Ride will feature local funk and percussion performers to provide music and entertainment for ride participants, reinforcing that for many residents, bicycling is the heartbeat of the city.

The Finish Festival will have activities for all ages, including a virtual reality bike ride and photo booth from Events DC. There will also be free bike tune-ups and a free bike valet from Conte's Bike Shop, an art station from the National Gallery of Art, free yoga and snacks from KIND Healthy Snacks, and a kids zone with games and playground activities from DC Department of

Parks and Recreation. A JUMP Bikes obstacle course will be featured and giveaways from GEICO, Dick's Sporting Goods, and Red Bull will be available. There will be educational bicycling information from WABA and a new electric Circulator bus with a bike rack from the DC Department of Transportation. Food and beverages will be available for purchase from nearly a dozen of DC's top food trucks.

The event also serves as a celebration of the region's improvements in bike infrastructure and bike accessibility. Data from the League of American Bicyclists' report on the American Community Survey compliments Washington, DC on having the second highest percent of bike commuters in major metropolitan cities, with 4.6% of the DC population biking to work, second only to Portland's 6.3% bike commuters.

May is National Bike Month, and with National Bike to Work Day taking place on May 18, the day before DC Bike Ride, the ride serves as the perfect culminating event to a month dedicated to bringing awareness to bicycling as a growing form of transportation.

DC Bike Ride values giving back to the bike community and has committed more than \$100,000 over three years of the event to the Washington Area Bicyclist Association for their advocacy and community work to make streets safer for all, which complements the region's commitment to Vision Zero, a long-term street safety initiative to end traffic deaths and major injuries for all roadway users.

REGISTRATION:

Registration for DC Bike Ride presented by CareFirst BlueCross BlueShield and Events DC is available at dcbikeride.com. Registration for youth ages three to seven is free and youth ages eight to 17 are half-price. VIP Registration and group pricing are also available. Online registration is open through May 16, and late registration will be available at Packet Pickup.

PACKET PICKUP:

The DC Bike Ride Packet Pickup Party takes place on Thursday, May 17 from 3 to 7pm and Friday, May 18 from 11am to 7pm at 401 M St SW, Washington DC, in partnership with the Southwest Business Improvement District. Event partners Conte's Bike Shop, WABA, KIND Snacks, Red Bull and the National Gallery of Art will have fun things for attendees while they pick up their Rider Identification Kit and 2018 DC Bike Ride water bottle.

2018 COURSE:

Visit dcbikeride.com/course to view the official 2018 Course Map.

JOIN THE CONVERSATION:

Fans can follow DC Bike Ride on [twitter](#) / [facebook](#) / [instagram](#) and #DCBikeRide for updates and bicycling tips.

ABOUT DC BIKE RIDE:

Founded in 2016 by Capital Sports Ventures, LLC, DC Bike Ride (DCBR) is the Washington, D.C. region's premier recreational bicycling activity. Held annually in May during National Bike Month, the event celebrates the people, places and culture of Washington, D.C. while providing

unprecedented car-free access to some of Washington's most iconic sites. The event raises support for the Washington Area Bicyclist Association (WABA) and their efforts to support street safety programs.

ABOUT CAREFIRST BLUECROSS BLUESHIELD (CAREFIRST):

In its 80th year of service, CareFirst, an independent licensee of the Blue Cross and Blue Shield Association, is a not-for-profit health care company which, through its affiliates and subsidiaries, offers a comprehensive portfolio of health insurance products and administrative services to 3.2 million individuals and groups in Maryland, the District of Columbia and Northern Virginia. In 2017, CareFirst invested more than \$33 million to improve overall health, and increase the accessibility, affordability, safety and quality of health care throughout its market areas. To learn more about CareFirst BlueCross BlueShield, visit our website at www.carefirst.com or follow us on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Instagram](#) or [Google+](#).

ABOUT EVENTS DC:

Events DC, the official convention and sports authority for the District of Columbia, delivers premier event services and flexible venues across the nation's capital. Leveraging the power of a world-class destination and creating amazing attendee experiences, Events DC generates economic and community benefits through the attraction and promotion of business, athletic, entertainment and cultural activities. Events DC oversees the Walter E. Washington Convention Center, an anchor of the District's hospitality and tourism economy that generates over \$400 million annually in total economic impact, and the historic Carnegie Library at Mt. Vernon Square. Events DC manages the Stadium-Armory campus, which includes Robert F. Kennedy Memorial Stadium and surrounding Festival Grounds, the non-military functions of the DC Armory and Maloof Skate Park at RFK Stadium. Events DC also built and now serves as landlord for Nationals Park, the first LEED-certified major professional sports stadium in the United States. The most recent addition is Gateway DC, an innovative and versatile space featuring a covered and open-air pavilion in the center of a 1-acre park, conveniently located in the Congress Heights neighborhood of Washington, DC. For more information, please visit www.eventsdc.com.