



600 S. Grand Central Parkway • Suite 350, Las Vegas, NV 89106 • 702-676-1500

**FOR IMMEDIATE RELEASE**  
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**Registration Discounts for RTC Viva Bike Vegas 2010 Ending Soon and  
a Change to the Century Course has been Announced**

LAS VEGAS – Fabulous Las Vegas is calling all cycling enthusiasts to join the Regional Transportation Commission of Southern Nevada (RTC) for its third annual RTC Viva Bike Vegas 2010 event on Saturday, Oct. 9, 2010. Interested cyclists are encouraged to register now in order to enjoy registration discounts, which will be ending soon.

Registration for this exciting cycling event is available online at [rtcsonv.com](http://rtcsonv.com), and discounts are available for riders who register before Friday, Aug. 6. Registration fees are as follows:

<b>Ride</b>	<b>On-Time Registration (May 6 – Aug. 5)</b>	<b>Late Registration (Aug. 6 – Oct. 8)</b>
115-mile (formerly 110-miles)	\$75	\$85
50-mile	\$75	\$85
23-mile	\$65	\$75

RTC Viva Bike Vegas 2010 cyclists will traverse the Las Vegas Valley along routes showcasing the beautiful scenery and stunning vistas of Southern Nevada. This year’s event will again feature courses for cyclists of all skill levels, including a century ride, which has been upgraded from a 110-mile ride to a 115-mile ride with two complementary lunches.

“We’re really thrilled to offer this community a world-class cycling experience with this year’s RTC Viva Bike Vegas 2010 event,” said RTC General Manager Jacob Snow, who is planning to ride the 115-mile century. “This year’s century course riders will enjoy a one-of-a-kind route that features a historic ride across the nearly completed Hoover Dam Bypass Bridge, before it’s open to automobile traffic.”

In addition, the ride will feature 50-mile and 23-mile routes with fully-stocked aid stations, support vehicles, and a complementary lunch.

Proceeds from RTC Viva Bike Vegas 2010 will benefit Nevada Cancer Institute and the Greater Las Vegas Chapter of the After-School All-Stars.

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Nevada Cancer Institute is a team of dedicated professionals committed to advancing the frontiers of knowledge of cancer through research and providing world-class, research-linked cancer services to Nevadans and people throughout the Southwest. The research-linked, comprehensive cancer facility opened in late summer 2005 and is dedicated to state-of-the-art research and implementation of groundbreaking methods of prevention, detection and treatment of cancer.

The Greater Las Vegas After-School All-Stars provide at-risk youth with after school programs that afford them opportunities to participate in sports, educational, cultural, and community enrichment programs to build confidence and self-esteem and to encourage youth to say “no” to gangs, drugs and violence and “yes” to hope, learning and life.

For more details on the event and to register, visit **[rtcsonv.com](http://rtcsonv.com)**.

The RTC is the transit authority, transportation planning agency and regional traffic management agency for Southern Nevada. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use alternate commute modes to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada.

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