



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

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Contact: Tracy Bower, RTC, (702) 676-1730 office, (702) 232-4888 cell
Angela Torres, RTC, (702) 676-1552 office, (702) 578-4876 cell

RTC Viva Bike Vegas 2011 will welcome two-time World Series champion *Aaron Rowand will ride under the Strip's neon lights next week*

LAS VEGAS – Fabulous Las Vegas and the Regional Transportation Commission of Southern Nevada (RTC) will soon be welcoming cycling enthusiasts from across the country and around the world, including two-time World Series baseball champion, Aaron Rowand, next week for Viva Bike Vegas 2011 on Saturday, Oct. 15, 2011.

Aaron Rowand made his major league debut in 2001 with the Chicago White Sox and was part of the White Sox World Series championship team in 2005. Rowand has also been an outfielder for the Philadelphia Phillies (2006-2007) and most recently with the San Francisco Giants (2008-2011). He earned his second World Series title with the Giants in 2010. An accomplished outfielder and offensive player, Rowand hit his 100th career home run in 2008 and his 1,000th career hit in 2010.

Rowand has been training six days a week in Las Vegas with friends for the 60-mile RTC Viva Bike Vegas ride. He looks forward to riding under the bright lights of the world-famous Las Vegas Strip with a police escort and onward to the scenic Red Rock Loop.

“As an athlete, I always look for new opportunities where I can challenge myself, like at Viva Bike Vegas,” said Rowand. “The greatest thing though about this event and cycling in general is that anyone can do it. I am excited to join the thousands of cyclists that will be at the starting line next Saturday.”

The fourth annual cycling event, presented by Vector Media, will feature three spectacular routes for cyclists of all skill levels, including a 103-mile century ride as well as 60-mile and 17-mile routes.

In addition to participating in the event, Rowand will be also available for media interviews prior to the event on Friday, Oct. 14. Interested media should contact Angela Torres at 702-676-1552.

Space is limited for the rides and online registration closes on Oct. 12. Riders interested in participating should register now at www.vivabikevegas.com.

Proceeds from RTC Viva Bike Vegas 2011 will benefit three local charities: Nevada Cancer Institute, After-School All-Stars Las Vegas and Nevada Child Seekers.

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. For more information, visit rtcsonv.com.

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