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**Contact:** Tracy Bower, RTC, (702) 676-1730 office, (702) 232-4888 cell

Chip Smith, SOAR Communications, (801) 656-0472 x1 office, (801) 597-7515 cell,  
csmith@soarcomm.com

## **RTC to partner with Interbike for 2012 Viva Bike Vegas Gran Fondo and receives Nevada's First Bicycle Friendly Business recognition**

### *Annual Gran Fondo ride to coincide with end of Interbike 2012*

LAS VEGAS – The Regional Transportation Commission of Southern Nevada (RTC) and [Interbike](#), the largest bicycle trade event in North America, announced a 2012 partnership that will bring more bicycle industry participation, in the form of sponsorship and exhibition opportunities, to the RTC 2012 Viva Bike Vegas Gran Fondo. In addition, the League of American Bicyclists, a national bicycling organization, recognized the RTC as a Bicycle Friendly Business (BFB) at the Silver level, the first such designation in Nevada at any level.

Interbike attracts 1,200 cycling brands, representatives from 4,000 bicycle retail stores and approximately 24,000 total industry attendees to Las Vegas annually. The 2012 edition of Interbike will be held September 17-21, and the RTC 2012 Viva Bike Vegas Gran Fondo will take place immediately following the show on Saturday, Sept. 22.

“Cyclists from across the country and around the world come to Las Vegas every year to ride in the RTC Viva Bike Vegas,” said Jacob Snow, RTC general manager. “We are proud to partner with Interbike, the nation’s premier bicycle trade event, in showcasing our cycling-friendly city and inviting Interbike exhibitors and attendees to join us for our fifth annual event.”

“Some of the most successful companies in the world are showing that investing in bicycling is not only good for health and sustainability but also the bottom line and the RTC with their various bicycling projects are a perfect example of this, said Andy Clark, League of American Bicyclists president.

Snow added that the RTC has worked toward promoting and encouraging a more bicycle friendly atmosphere and that the RTC is proud to receive Nevada’s first Bicycle Friendly Business recognition and will continue to work towards promoting cycling to Southern Nevadans and tourists.

“The RTC has been committed to promoting cycling in Las Vegas, and this event will offer another opportunity for Interbike exhibitors and sponsors to reach even more domestic and international consumers who love cycling in Las Vegas and come here every year for our marquee event.”



In 2012, all riders will again have the unique opportunity to bike the bright lights of the world-famous Las Vegas Strip with a police escort. RTC 2012 Viva Bike Vegas Gran Fondo will feature three spectacular routes -- 103, 60 and 17-mile courses -- for cyclists of all skill levels taking riders from the Las Vegas Strip to the vistas of the Red Rock Canyon National Conservation Area and the scenic trails near Lake Mead National Park.

“Interbike is a celebration of cycling culture,” said Pat Hus, Interbike’s managing director. “By partnering with the RTC’s Viva Bike Vegas Gran Fondo, we can provide the industry with a perfect culmination to Interbike and provide another example on how Las Vegas is embracing cycling. The reality is that the local bike culture goes well beyond the general perception of the Vegas strip, and RTC’s event, along with Interbike, Ironman and CrossVegas, are testaments to how the city is determined to increase cycling participation.”

Interbike exhibitors and sponsors interested in opportunities with the 2012 Viva Bike Vegas Gran Fondo’s expo areas and rest stops, please contact Jodi Gutstein at [gutsteinj@rtcsonv.com](mailto:gutsteinj@rtcsonv.com) or 702-676-1692.

Rider registration for RTC 2012 Viva Bike Vegas Gran Fondo is already available online, and registration is still open for this year’s event being held on Saturday, Oct. 15, 2011. Interbike exhibitors and attendees interested in riding in this year’s event can register at [www.vivabikevegas.com](http://www.vivabikevegas.com), and enter promo code INTERBIKE for \$25 off registration.

This year, Interbike celebrates 30 years of serving the industry, beginning with OutDoor Demo (Sept. 12-13, 2011 in Boulder City, Nev.), followed by the Interbike Expo, Sept. 14-16 at the Sands Expo and Convention Center in Las Vegas.

### **About The RTC**

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](http://rtcsonv.com).

### **About Interbike**

The Interbike International Bicycle Expo and OutDoor Demo are the bicycle industry's leading business-to-business events bringing together top manufacturers, retailers, industry advocates and media to conduct the business of cycling. Interbike is a business unit of Nielsen Expositions, the parent company of the Outdoor Retailer (OR) and Health Fitness Business expos. Nielsen Expositions is a full-service trade show company that creates, markets and produces high-quality expos and educational conferences. Interbike ([www.interbike.com](http://www.interbike.com)) gathers more than 1,100 cycling-related brands and close to 24,000 total attendees annually.



### **About the Bicycle Friendly America Program**

The Bicycle Friendly Community, Bicycle Friendly State, Bicycle Friendly Business and Bicycle Friendly University programs are generously supported by program partners Bikes Belong and Trek Bicycle's One World, Two Wheels Campaign. To learn more about building a Bicycle Friendly America, visit <http://www.bikeleague.org/programs/bicyclefriendlyamerica/> *The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit [www.bikeleague.org](http://www.bikeleague.org).*

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