



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

**FOR IMMEDIATE RELEASE: May 18, 2011**

**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 set for Oct. 15** *Cyclists will ride along iconic Las Vegas Strip*

LAS VEGAS – Don't miss out on this inaugural opportunity to bike along the world-famous Las Vegas Strip. Register today and join the Regional Transportation Commission of Southern Nevada (RTC) for Viva Bike Vegas 2011 on Saturday, Oct. 15, 2011.

This year, all riders will have the unique opportunity to bike the bright lights of the Las Vegas Strip with a police escort. The fourth annual cycling event 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. Century riders will travel the Las Vegas Strip to the vistas of the Red Rock Canyon National Conservation Area and the scenic trails near Lake Mead National Park.

Register today and save. Pricing for all three rides is as follows:

<b>On Time Registration May 15 – Aug 13</b>	<b>Late Registration Aug. 14 – Sept. 25</b>	<b>Last Minute Registration Sept. 26 – Oct. 9</b>
\$100	\$125	\$150

Register online at [www.vivabikevegas.com](http://www.vivabikevegas.com). Routes for the three rides are shown below.

During the event, riders can also ante up and play a few hands of poker to benefit the After-School All-Stars Las Vegas. Entry fee is \$25 per person/hand with the option to buy "bonus cards" for \$5 each (limit is 2 bonus cards per hand).

After the ride, cyclists and spectators can relax at the festival site with live entertainment and cheer on fellow returning riders from the RTC Viva Bike Vegas Beer Garden. 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](http://rtcsonv.com).

## RTC Viva Bike Vegas 2011 Course Map



- █ 103-Mile Century Ride
- █ 60-Mile Metric Century Ride
- █ 17-Mile Ride

###