



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

FOR IMMEDIATE RELEASE: Aug. 9, 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 – Fabulous Las Vegas is again calling cycling enthusiasts across the country to 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 world-famous Las Vegas Strip with a police escort. 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. Century riders will travel 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.

After the ride, cyclists and spectators can relax with live entertainment, cheer on returning riders, and share stories about the ride at the RTC Viva Bike Vegas Beer Garden sponsored by Miller's Ale House and Bonanza Beverage. The beer garden to be held at Town Square will be open to anyone 21 years of age and older, and proceeds from it will benefit After-School All-Stars Las Vegas.

Pricing for RTC Viva Bike Vegas will rise soon. Beginning Aug. 14, registration costs for Viva Bike Vegas will go up to \$125. Pricing for all three rides is as follows:

| On Time Registration May 15 – Aug 13 | Late Registration Aug. 14 – Sept. 25 | Last Minute Registration Sept. 26 – Oct. 9 |
|---|---|---|
| \$100 | \$125 | \$150 |

Riders can register online at www.vivabikevegas.com .

Additionally, the RTC has partnered with Mandalay Bay, Monte Carlo and Staybridge Suites Las Vegas which will provide cyclists with discounted room rates. Cyclists should register today and can book their room online at www.vivabikevegas.com, saving time and money on their Las Vegas trip.

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.

###