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RTC Viva Bike Vegas 2011 announces Miller’s Ale House and Bonanza Beverage as official sponsors

Riders should register now, before prices go up on Aug. 14

Las Vegas, Nev. – The Regional Transportation Commission of Southern Nevada (RTC) is excited to announce Miller's Ale House and Bonanza Beverage as the official sponsors of the first annual RTC Viva Bike Vegas Beer Garden to be held at Town Square after the ride on Oct. 15.

After the ride, cyclists and spectators can relax with live entertainment, cheer on returning riders, and share stories with friends about the trek along the world-famous Las Vegas Strip and around the valley at the RTC Viva Bike Vegas Beer Garden. The RTC Viva Bike Vegas Beer Garden will be open to anyone 21 years of age and older, and proceeds from it will benefit After-School All-Stars Las Vegas.

This year, all Viva Bike Vegas 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.

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 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 rtcsnv.com.

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