



FOR IMMEDIATE RELEASE

## **PEDALFEST ROLLS INTO JACK LONDON SQUARE ON JULY 23**

*Bicycle Stunt Shows, Whymcycle Recycled Wizardry, Pedal-Powered Food, E-bike Test Track, The Drome and More*

**OAKLAND – (July 15, 2016)** – All-things bicycling return to the Oakland waterfront for 2016 [Pedalfest](#), one of the biggest bicycle festival in the country taking place on Saturday, July 23, at Jack London Square.

Commuters, roadies, fixie riders, families, and bicyclists young and old are invited to join in the fun at this annual bicycle bonanza presented by [Jack London Square](#), [Bike East Bay](#) and [Bay Area Bikes](#). Free to attend, more than 20,000 cycling enthusiasts will enjoy an eclectic mix of bicycle-themed entertainment, food and music. Highlights include: cycling daredevils performing in The Drome; an E-bike test track; awe-inspiring stunt shows; roaming two-penny high wheelers; Rock the Bike pedal-powered music stage; collections of new, vintage and handmade cycles; and more.

“We have a thriving bicycle community here in the Bay Area, and Pedalfest is a time for everyone to come out and celebrate their love for cycling,” said Bike East Bay Executive Director Renee Rivera. “The festival is packed with fun activities for all ages and interests, and we’ve got plenty of New Belgium Brewing Co. beer on tap for sale to help raise funds for Bike East Bay. Get in on the bike love at Pedalfest!”

Features that will fill Jack London Square with two-wheeled excitement include:

- **The Drome** – Cycling daredevils will ride at thrilling speeds and perform exciting stunts in a 30-foot banked velodrome!
- **Recycled Wizardry: Whymcycles** – Builder Peter Wagner brings more than 70 of his creations to Pedalfest! From penny-farthing high wheelers to miniature hand cycles, he has spent years creating an eclectic collection of handmade bicycles built from recycled car parts, trampolines, old bicycles and more!
- **Bicycle Stunt Shows** – Pedalfest brings thrilling action to the waterfront with performances from the industry’s top BMX stunt riders, as well as trials riders Zak Maeda and Casey Holm.
- **Rock the Bike’s Pedal-powered Stage** – Enjoy live music on Rock the Bike’s pedal-powered stage that produces electricity from the pedaling of stationary bikes! Everyone is invited to go for a ride and

power the stage that will host live music throughout the day from Courage, the Bay Area Balkan Quartet, Ecstatic Dance DJ Alia, Pamela Parker and Sang Matiz.

- **The Exploratorium's Science of Cycling** – Families will enjoy this hands-on exhibit that examines the science behind bicycling including the wheel; drivers and gears; framers and materials; breaking and steering; aerodynamics; and human power.
- **The Crucible Bike Build** – Artists from Oakland's non-profit industrial arts school The Crucible, will participate in a bike build culminating with finished creations at the end of the day.
- **E-bike Test Track** – Representatives from the latest electric bike companies will be on hand to educate, answer questions and offer free test rides on a variety of e-bikes, including electric cargo bikes. (*Riders must be 18 years of age.*)
- **Bay Area Bikes "Bike Stand" Demo Stage** – Enjoy contests, demos, tricks and DIY bicycle tips on this festive stage throughout the day including women's bike clinics; a Brompton fast fold contest; fast flat fix contest; and more!
- **All Things Bicycles** – Everyone is encouraged to bring whacky, quirky and decked out bicycles to Pedalfest for a fun day two-wheeled fun. The waterfront will be home to a whimsy sampling of karaoke bikes, unicycles, 2 Penny-farthings and many more – the perfect place for a day of "pedal-watching."
- **Scraper Bikes** – The Scraper Bike team will partner with Walk Oakland Bike Oakland to host a bicycle decorating station for all ages. Scraper Bikes was created to teach inner-city youth how to rebuild bicycles and positively contribute to their urban neighborhoods.
- **Theft Prevention Photo Booth** – This fun and informative photo booth will raise awareness for bicycle theft and supply owners with the tools to recover their bike in the event their bike is stolen.
- **Food and Drink** – Taste a selection of pedal-powered treats and a multitude of food options available at Pedalfest and along the waterfront.
- **New Belgium Beer Garden** – New Belgium Brewing Co. will pour beer throughout the day with all proceeds supporting the advocacy work of Bike East Bay, a non-profit organization dedicated to providing safe, convenient and enjoyable bicycling for all people in the East Bay.
- **Oakland Public Library Bike Library** – The city's bike powered bookmobile pulls into Pedalfest with cascading bookshelves filled with books for locals to browse and even check out!
- **Bicycles Vendors & Artisans** – Check out the latest bicycles, gear, clothing and accessories from dozens of vendors. Explore a collection of vintage bicycles; rideable replicas, and steel creations from top independent bicycle frame builders, as well as creations from bicycle artisans.

Pedalfest will offer several activities for the little ones to enjoy including the chance to help kick-off the event and be a part of the **Kid's Bike Parade**. Children are invited to show up with already-decorated bicycles, or they can deck-out their wheels at a special decorating station, that will be open throughout the day at Pedalfest. The parade will cruise through Jack London Square starting at 11:45 AM, followed by a Deck Out Your Bike contest at 12:30 PM. Additionally, families will enjoy the **Kids Bicycle Rodeo** where a team of youth cycling instructors will lead kids through a bike safety course, skills building lessons and bicycle safety instruction. *(Bikes and helmets will be provided for participating children, grades 3-6.)*

Pedalfest gold sponsors include Bay Area Bicycle Law, Bay Area Bikes, Bike East Bay, City of Oakland, Clif Bar, Jack London Square, KTVU/FOX 2, New Belgium Brewing Co., Port of Oakland and Whole Foods. Silver sponsors include BART, Bay Area Air Quality Management District, Bay Crossings, Clover Stornetta, Dolan Law Firm, East Bay Express, FunCheapSF, Kaiser Permanente, Metro Services, Oakland Magazine, Sparkling Ice, Universal Protection Service and Waterfront Hotel.

Pedalfest will be open to public on Saturday, July 23, from 11 AM to 6 PM, at Jack London Square, in Oakland, California. Admission to the event is FREE. Bike East Bay will provide free bicycle valet throughout the day. For additional information, call 510/645-9292 or visit [www.pedalfestjacklondon.com](http://www.pedalfestjacklondon.com).



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