



**Press Release Contact Information:**

Liz Elliott  
C.I.C.L.E.  
Co-Director  
Los Angeles, CA  
USA, 90041  
Voice: 323-478-0060  
E-Mail: [Email us Here](mailto:info@BikeNow.org)  
Website: [Visit Our Website](http://www.bikeweb.com)

**Bike Week Pasadena Rolls into Second Year**

*During May 12th-17th, 2008 Cyclists Inciting Change thru LIVE Exchange (CICLE), the City of Pasadena, and the One Colorado historic shopping district will host a week of festivities, workshops, and rides to celebrate and encourage bicycling for health and everyday transportation.*

**/24-7PressRelease/** - PASADENA, CA, April 10, 2008 -- During May 12th-17th, 2008 Cyclists Inciting Change thru LIVE Exchange (CICLE), the City of Pasadena, and the One Colorado historic shopping district will host a week of festivities, workshops, and rides to celebrate and encourage bicycling for health and everyday transportation. The celebration, Bike Week Pasadena, enters its second year in 2008 and builds on the success of 2007, where throngs of visitors and spectators took part in activities in the heart of the City of Pasadena. Festivities included a scenic social ride down the famous Arroyo Seco, a ride with the Mayor of Pasadena, live music, and the 1st Annual Urban Bicycle Commuter Expo.

This year's Bike Week Pasadena 2008 schedule is already crammed with excitement--featuring Ladies' Night, a Group Road Ride, Bicycle Pit Stops, CICLE's "Bikes in the City" Workshops, Bike Films, and a Social ride--with festivities culminating on Saturday with the Second Annual Urban Bicycle Commuter Expo.

The Urban Bicycle Commuter Expo, held at the historic One Colorado on Saturday May 17th, boasts a wealth of exhibitors focused on encouraging bicycling for transportation. Local Pasadena area bike shops, bike manufacturers, accessory manufacturers, and local advocacy groups will come together to present the latest bicycles, fashion, and gear emerging from the ultra-hot urban bike commuter scene. Hourly raffles will be held to raise funds for CICLE, and How-To Workshops will be held throughout the day--topics include bike maintenance, bike commuting, and apparel clinics. Entertainment will include live-music, DJs, and the BIKE chic cycling fashion show--a showcase of apparel suitable for transportation cycling featuring the "most beautiful" bikes. The Expo will be followed by an outdoor Film Screening under the stars of Old Town Pasadena.

For more information about how you and your company or organization can get involved in Bike Week Pasadena, please contact Liz Elliott at 323-478-0060 or [info@BikeNow.org](mailto:info@BikeNow.org).

C.I.C.L.E. (Cyclists Inciting Change thru Live Exchange) is based in Los Angeles and works to promote the bicycle as a viable, healthy, and sustainable transportation choice. CICLE's 'Bikes in the City' Programs provide cycling education, encouragement-rides, and other programs geared towards helping people use their bikes for transportation purposes. C.I.C.L.E. is a project of Social and Environmental Entrepreneurs (SEE), a non-profit public charity exempt from federal income tax under Section 501 (c) 3 of the Internal Revenue Code.