

# Bike the Coast – Taste the Coast Partners with Oceanside Community Groups to Get More People on Bikes

OCEANSIDE, Calif., Aug. 5 (SEND2PRESS NEWSWIRE) – Event Media, Inc., producer of Bike the Coast – Taste the Coast, a new event scheduled for November 6, 2010, announces partnerships with the City of Oceanside Bicycle Committee, Main Street Oceanside and the Oceanside Chamber of Commerce. These groups, along with the Oceanside Visitors Bureau, are bringing together the cycling and business communities in Oceanside to promote bicycling and offer a festival at the Oceanside Pier with food, drink, music and fun.

“We are very excited about Bike the Coast – Taste the Coast in Oceanside,” said Howard La Grange, Co-Chairman of the Oceanside Bicycle Committee. “We would like to see this as Oceanside’s annual signature event to get more people on bikes in our community. The League of American Bicyclists has recognized Oceanside as a ‘Bronze Level Bicycling City.’ Promoting events that bring more people of all ages to cycling is our goal. What’s great about this event is that it caters to both the experienced and beginner riders.”

Sharing the Oceanside Pier with the start and finish of the bicycling event, the Taste The Coast exposition will feature attractions and activities for both riders and spectators. Main Street Oceanside (MSO), producers of the very popular weekly Farmers and Sunset Markets, will provide food and music at the Taste The Coast. Kim Heim, Director of MSO, said that Taste the Coast offers “a chance to experience the food and fun that Oceanside has to offer. We are looking forward to a great event.”

The Oceanside Chamber of Commerce has also partnered with Bike the Coast – Taste the Coast to promote and sell exhibitor booths and sponsorship packages. “The Oceanside Chamber of Commerce is excited about this partnership in a new event for the City. I think it will take off and be successful. We are looking forward to a long term relationship,” said David Nydegger, CEO.

More information: [www.Bike-the-Coast.com](http://www.Bike-the-Coast.com).

## **About Bike the Coast:**

Bike The Coast offers a choice of 7, 15, 25 or 50-mile bicycle ride starting and finishing with food, fun and music at the Oceanside Pier on November 6, 2010. The cycling courses include the San Luis Rey Bike Trail and San Diego’s North County beach towns of Oceanside, Carlsbad, Encinitas, Solana Beach and Del Mar. Beginners and experienced cyclists are welcome. Kids are welcome with parents, and the Bike Trail routes are perfect for visitors with beach cruisers as well as riders with mountain bikes, road bikes and BMX bikes.

Proceeds from the ride support the San Diego County Bicycle Coalition ([www.sdcbc.org](http://www.sdcbc.org)) a 501(c)3 non-profit organization dedicated to making

bicycling better in greater San Diego and producers of Bike The Bay in August. For more information about Bike The Coast including registration and sponsorship and exhibition packets go to [www.Bike-the-Coast.com](http://www.Bike-the-Coast.com) or call 760/632-6843.

**About the Oceanside Visitors Bureau:**

For Oceanside Travel Information, including special deals on hotel rates go to [www.visitoceanside.org](http://www.visitoceanside.org) or call 760/721-1101.

**About the City of Oceanside Bicycle Committee:**

The City of Oceanside Bicycle Committee organized a subcommittee with Bike the Coast – Taste the Coast organizers to engage community volunteers in helping with the event. For more information on volunteering please call 760/632-6843.

About Main Street Oceanside: For more information please visit [www.msoceanside.com](http://www.msoceanside.com).

About the Oceanside Chamber of Commerce: For more information please visit [www.oceansidechamber.com](http://www.oceansidechamber.com).

News issued by: Event Media, Inc.



**SATURDAY,  
NOVEMBER 6, 2010  
OCEANSIDE PIER**

**7 ~ 15 ~ 25 ~ 50 MILES**

Send2Press@ Newswire

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