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Your advocate for bicycling,
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FOR IMMEDIATE RELEASE

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**5,000 BICYCLISTS TAKE ON 100 MILES OF NYC STREETS
NYC CENTURY BIKE TOUR TO RAISE \$250,000 FOR BETTER BIKING**

When: Sunday, September 7th, riders depart in waves from 6 am to 7:30 am, and return between 1 pm and 3 pm

Where: 110th Street and Lenox Avenue, Manhattan

Excellent photo and interview opportunities as riders depart and return

For 19 years, the NYC Century Bike Tour has been the training ground for tens of thousands of first-time bike commuters. With more New Yorkers than ever turning to their bikes in the face of overcrowded transit and pain at the pump, this year's NYC Century Bike Tour will celebrate the growth of New York's bicycling community and the unprecedented expansion of bike lanes around the city. The tour itself is the largest annual fundraiser for Transportation Alternatives, the city's premier bike advocacy organization.

NYC Century Tour riders can choose distances between 15 and 100 miles. This year's ride celebrates the installation of 73 new miles of bike lanes over the past year. The tour takes riders on 30 miles of new bike lanes laid down by the Department of Transportation since 2007 as well as 40 miles of car-free greenways.

"Every year this ride grows, and in turn it funds ever-more advocacy for better, safer biking in New York City," says Paul Steely White, Executive Director of Transportation Alternatives, for which the NYC Century is the biggest annual fundraiser. "When weekend warriors and novice riders take on the Century, they get the real-world experience and build the confidence they need to make biking part of their day-to-day lives."

Registration is still open at nyccentury.org.

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