



Asheville on Bikes
RIDE YOUR CITY

For Immediate Release:

For more information contact:

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Announcing [Bike Love '14](#)

Saturday, Feb. 21st @ [Isis Restaurant and Music Hall](#)

Asheville on Bikes (AoB), the advocacy organization focused on advancing Asheville's urban and commuter bicycle culture and infrastructure, hosts the eighth annual Bike Love, presented by [New Belgium Brewing](#), at [Isis Restaurant and Music Hall](#) located on 743 Haywood Rd on Saturday, February 21st.

Bike Love is a celebration of Asheville's urban cycling community. This year's event incorporates a VIP experience, bicycle gear and local treats silent auction, Pecha Kucha presentations, a chance to win a \$500.00 bicycle voucher redeemable at all Western North Carolina Bike Dealer Association (WNCBDA) shops, and live music by The Free Flow band, and DJ Marley. The event is also an opportunity for supporters to activate or renew their annual AoB membership with a chance to win an Industry Nine wheel set.

"Asheville on Bikes made tremendous headway over the last year, and we've bigger goals for 2015. Bike Love is an opportunity to celebrate the successes, appreciate our supporters, and outline AoB's robust next steps - and to do it all with a killer soundtrack. It's a great party that supports an important organization." says, Mike Sule, AoB's director.

"This year, AoB introduces the VIP experience from 6pm - 8pm, before the main events of the evening, for those who want an early review of the silent auction, to chat with presenters, and to enjoy beverages and hour d'oeuvres." states AoB board member and chair of the Bike Love committee, Kristine Oblock.

Bike Love includes Pecha Kucha presentations by a variety of transportation advocates and planners starting at 8pm. "There is so much happening in our city and region with active transportation, that it's hard to get it all out there to the public. The Pecha Kucha format works great for Bike Love. We've got a great panel of presenters," says, Oblock.

New Belgium Brew will donate a portion of all New Belgium beer sales to Asheville on Bikes at Bike Love. "Asheville On Bikes is doing important work toward improving transportation in our community," said Susanne Hackett, New Belgium Community and Media Relations Specialist. "Their mission directly aligns with our commitment to supporting more bike friendly communities."

Bike Love doors open at 6pm with silent auction, membership drive, WNCBDA \$500.00 bicycle voucher, and VIP experience. Presentations start at 8pm and music begins at 9pm. Advance Bike Love tickets are available at [Youngblood Bicycles](#), [Ski Country Sports](#), [Liberty Bicycles](#), [Epic Cycles West](#), [Motion Makers](#), [Sycamore Cycles](#), and [Second Gear](#). VIP tickets are \$50.00 and general admission tickets are \$20. With the purchase of a ticket, participants can activate or renew their annual AoB membership for the discounted rate of \$15 and are entered to win an [Industry Nine](#) wheel set. Day of tickets are \$25.

[Threshold Provisions](#) is donating two dollars from their special release Bike Love bar at area stores to support Asheville on Bikes.

Asheville on Bikes' Bike Love is presented by [New Belgium Brewing](#), and sponsored by [Mosaic Lifestyle Community Reality](#), [Greenlife Life Grocery Asheville](#), [JAG Associates and Construction](#), [Mountain Air Roasting](#), [Industry Nine](#), and [Western North Carolina Bike Dealers Association](#). Other sponsors are [Clasique Acupuncture and Pilates Studio](#), [Suspension Experts](#), [Endless Bikes](#), and [Second Gear](#).

Quick Facts:

Bike Love supports Asheville on Bikes

Where: Isis Restaurant on Haywood Road in West Asheville

When: February 21st, 2015. Doors open at 6pm

Cost: VIP tickets are \$50, Advance general admission is \$20 and \$25 evening of event.

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