

FOR IMMEDIATE RELEASE

February 3, 2016

Press Contact:

Svetlana Legetic

912.224.7588

svetlana@bytmedia.com

DCBikeRide.com

Inaugural DC Bike Ride presented by CareFirst BlueCross BlueShield and Events DC to Roll
Through Nation's Capital on May 22

*CYCLISTS TO ENJOY UNPRECEDENTED CAR-FREE RIDE PAST MONUMENTS,
MEMORIALS AND LANDMARKS THROUGHOUT WASHINGTON, D.C.*

WASHINGTON, D.C. - DC Bike Ride, a scenic urban bicycle ride celebrating the people, places, and culture of Washington, D.C. will debut in the District on May 22, as an exciting addition to National Bike Month celebrations.

The recreational ride offers a unique car-free tour of the nation's capital. Riders will cruise past some of the most iconic sites taking in everything from the Washington Monument to the White House and the John F. Kennedy Center for Performing Arts. Participants will conclude their journey with a post-ride celebration near the United States Capitol. A complete ride itinerary is included at the end of this release.

"We are excited to join our partners in presenting a non-competitive biking event for all ages and abilities," Capital Sports Ventures Chief Executive Officer Greg Bibb stated. "DC Bike Ride will celebrate and promote biking, a healthy lifestyle and street safety while allowing participants from throughout the region and beyond to enjoy a one-of-a-kind journey through the District."

The inaugural 2016 event expects to include 8,000 riders, but the ride is projected to grow to 18,000 in the coming years, becoming a premiere recreational cycling event on the east coast.

Washington, D.C. provides the perfect locale for the event. The District was recently voted Walk Score's "Most Bikeable City of 2015" and boasts one of the largest bikesharing systems in the United States.

“The addition of the DC Bike Ride to the sports landscape of the nation’s capital is a perfect and timely fit,” said Erik A. Moses, senior vice president and managing director of Events DC Sports and Entertainment. “DC has been voted the fittest city in America multiple times but has been missing a cycle event among the marathons, fun runs and the triathlon that currently provide athletic challenges for District residents and visitors to enjoy. The DC Bike Ride will attract bike enthusiasts and tourists from across the country by providing **a unique opportunity** to experience our great city and many of its wonderful features from **an extraordinary perspective.**”

Washington, D.C. is also home to Vision Zero, a long-term street safety initiative, which works to end traffic deaths and major injuries for all road-users. Vision Zero was recently adopted in the District of Columbia and is supported by WABA (Washington Area Bicyclist Association). As the primary benefactor of the inaugural DC Bike Ride, WABA will receive a portion of the proceeds to fund street safety programs carried out by the organization.

“WABA is a proud founding partner of the DC Bike Ride,” stated Greg Billing, WABA’s Executive Director. “DCBR represents the return of a family-friendly, traffic-free bike ride to the District of Columbia, and our community couldn’t be more thrilled. We believe the best way to experience our region is on the seat of a bicycle. In addition to the good work of bringing people together, DC Bike Ride will provide critical resources for our community engagement work to support D.C.’s Vision Zero goal to end traffic fatalities by 2024.”

TICKETS:

Early bird registration for DC Bike Ride presented by CareFirst BlueCross BlueShield and Events DC is available now through February 28 and can be purchased by visiting DCBikeRide.com. Early bird pricing starts at \$50. Regular pricing, starting at \$60, begins on March 1.

JOIN THE CONVERSATION:

Fans can also follow DC Bike Ride on [twitter](#) / [facebook](#) / [instagram](#) and #DCBR for updates leading up to the event.

ABOUT DC BIKE RIDE:

Founded in 2016 by Capital Sports Ventures LLC, DC Bike Ride (DCBR) is the Washington, D.C. region's premier recreational cycling event. Held annually in May during National Bike Month, the event celebrates the people, places and culture of Washington, D.C. while providing unprecedented car-free access to some of Washington's most iconic sites. A portion of the proceeds from the event benefit Washington Area Bicyclist Association (WABA) in their efforts to support street safety programs.

ABOUT CAREFIRST BLUECROSS BLUESHIELD (CAREFIRST):

In its 78th year of service, CareFirst, an independent licensee of the Blue Cross and Blue Shield Association, is a not-for-profit health care company which, through its affiliates and subsidiaries, offers a comprehensive portfolio of health insurance products and administrative services to 3.4 million individuals and groups in Maryland, the District of Columbia and Northern Virginia. In 2015, CareFirst invested \$40 million to improve overall health, and increase the accessibility, affordability, safety and quality of health care throughout its market areas. To learn more about CareFirst BlueCross BlueShield, visit our website at www.carefirst.com or follow us on Facebook, Twitter, YouTube, LinkedIn, Instagram or Google+.

ABOUT WASHINGTON AREA BICYCLIST ASSOCIATION:

Washington Area Bicyclist Association (WABA) promotes bicycling for fun, fitness, and affordable transportation for people of all ages and abilities. WABA advocates for better bike lanes, better bike laws, and better bicycling across the D.C. metro area, which includes the District of Columbia, Montgomery County, Prince George's County, Arlington County, Fairfax County, and the city of Alexandria. More at waba.org.

ABOUT EVENTS DC:

Events DC, the official convention and sports authority for the District of Columbia, delivers premier event services and flexible venues across the nation's capital. Leveraging the power of a world-class destination and creating amazing attendee experiences, Events DC generates economic and community benefits through the attraction and promotion of business, athletic, entertainment and cultural activities. Events DC oversees the Walter E. Washington Convention Center, an anchor of the District's hospitality and tourism economy that generates over \$400 million annually in total economic impact, and the historic Carnegie Library at Mt. Vernon Square. Events DC manages the Stadium-Armory campus, which includes Robert F. Kennedy Memorial Stadium and surrounding Festival Grounds, the non-military functions of the DC Armory and Maloof Skate Park at RFK Stadium. Events DC also built and now serves as landlord for Nationals Park, the first LEED-certified major professional sports stadium in the United States. The most recent addition is Gateway DC, an innovative and versatile space featuring a covered and open-air pavilion in the center of a 1-acre park, conveniently located in the Congress Heights neighborhood of Washington, DC. For more information, please visit www.eventsdc.com.

