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## Registration Now Open For 2<sup>nd</sup> Annual DC Bike Ride

Experience D.C. from a bike while riding on closed roads past monuments and landmarks

**WASHINGTON, Jan. 12, 2017**— DC Bike Ride, the region’s premier scenic urban bike ride, will cruise through the District for the second time on May 14 as part of ongoing National Bike Month celebrations. Registration for the May 14 event is now open at <http://www.dcbikeride.com>, where registrants can take advantage of the early bird rates.

A perfect family-friendly activity on Mother’s Day, the recreational ride offers a unique car-free tour of our nation’s capital. Riders will pedal by some of the most-recognizable sites, including the Washington Monument, the White House and the John F. Kennedy Center for Performing Arts. Participants will conclude their journey with a post-ride celebration on Pennsylvania Avenue near the United States Capitol. (The 2017 course can be found at [dcbikeride.com/2017-course/](http://dcbikeride.com/2017-course/)).

“We are excited to announce the return of DC Bike Ride,” said Greg Bibb, Capital Sports Ventures chief executive officer. “This annual event is widely-popular amongst cycling enthusiasts, the active lifestyle community and families. The ride offers a unique opportunity to see some of Washington, D.C.’s most iconic monuments at your own pace and in a car-free environment. DC Bike Ride celebrates life on two wheels, promotes street safety and allows participants from the region and beyond to enjoy a one-of-a-kind journey through the nation’s capital.”

The inaugural 2016 event hosted more than 7,000 riders. This year, DC Bike Ride expects approximately 10,000 riders to be in attendance as it grows into one of the leading recreational cycling events on the east coast.

“It is a pleasure to continue our support of the DC Bike Ride in its second year,” said Rita Costello, senior vice president of strategic marketing and communications at CareFirst BlueCross BlueShield. “Health and wellness is at the core of our mission so the DC Bike Ride is a natural fit for us. It’s a great way to get active and explore the historic sites of our nation’s capital in a safe and family-friendly environment.”

Washington, D.C. provides the perfect backdrop for the ride. The District was recently voted by Forbes as one of the “[10 Most Bike-Friendly Cities In America](#),” and by Travel Channel as one of the “[Top 10 Cycling Cities in US](#).” Ratings were based on metrics including bike lanes, hills, bike share programs and destinations and road connectivity.

“Events DC is thrilled to be a presenting partner of the 2017 DC Bike Ride,” said Erik A. Moses, senior vice president and managing director of sports, entertainment, and special events at Events DC. “This exceptional event allows local residents and visitors from around the country to come together and actively explore our nation’s capital in a manner that was nearly impossible before last year. The

DC Bike Ride is truly a unique experience that combines the challenge of an endurance event with the more deliberate pace and perspective of traditional site-seeing tours.”

The Washington Area Bicyclist Association (WABA) is the primary benefactor of DC Bike Ride with a portion of the proceeds to benefit WABA’s street safety programs.

“WABA is so proud to partner with DC Bike Ride again in 2017. We're proud that over 7,000 people participated last year and got to experience the sights and sounds of our city on two wheels," stated Greg Billing, WABA’s executive director. "It's a one-day event to celebrate biking – with a lasting impact. The proceeds of the ride support our work to make the streets safer year round. We see the DC Bike Ride becoming a defining bike experience in our region for years to come. Mark your calendars!”

#### JOIN DC BIKE RIDE:

Registration for DC Bike Ride presented by CareFirst BlueCross BlueShield and Events DC is available starting January 12 and can be purchased by visiting [DCBikeRide.com](http://DCBikeRide.com). Early bird pricing starts at \$50. Regular pricing, starting at \$60, begins on March 1. VIP registration and special group pricing is also available.

#### JOIN THE CONVERSATION:

Fans can also follow DC Bike Ride on [Twitter](#) / [Facebook](#) / [Instagram](#) and #DCBR and #DCBR2017 for updates leading up to the event.

**Editor’s Note:** High-resolution photos and videos from the inaugural 2016 DC Bike Ride are available upon request. Contact Sophie Scheps, [sophie@bendurepr.com](mailto:sophie@bendurepr.com).

#### 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. For more information, visit [www.dcbikeride.com](http://www.dcbikeride.com).

#### ABOUT CAREFIRST BLUECROSS BLUESHIELD:

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 <http://www.carefirst.com> or follow us on Facebook, Twitter, YouTube, LinkedIn, Instagram or Google+.

#### ABOUT EVENTS DC:

Events DC, the official convention and sports authority for the District of Columbia, deliver 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](http://www.eventsdc.com) and find us on social media – Facebook (Events DC), Twitter (@TheEventsDC and @TheEventsDC\_SED) and Instagram (@EventsDC).

**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](http://waba.org).

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