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PEDALFEST 2012, THE EAST BAY’S LARGEST FREE BICYCLE CELEBRATION, RETURNS TO JACK LONDON SQUARE ATTRACTING THOUSANDS FROM AROUND THE BAY AREA; SATURDAY, AUGUST 18 FROM 11AM-8PM

Featuring professional bike stunts, live bicycle-powered music, New Belgium beer, kids’ bike rodeo, and showcasing a vast array of unique and unusual bikes and accessories

OAKLAND, CA (May 18, 2012) – With thousands in attendance at last year’s event, [Pedalfest](#) makes its return to [Jack London Square](#) for a second year as the East Bay’s premiere bicycle festival, celebrating Oakland and all-things cycling on **Saturday, August 18 from 11 a.m. to 8 p.m.** **A free event**, Pedalfest will provide unique entertainment for families, children and individuals of all ages, plus cycling enthusiasts at any skill level.

Pedalfest 2012 offers a wide array of bicycle-themed entertainment: from a colorful kids’ bike parade and ‘Art of the Bike’ pop-up exhibit (featuring one-of-a-kind bicycle creations), to professional bike stunts performed on a 30-foot wooden Whiskey Drome, and a diverse collection of new, vintage, unique and handmade bikes. Beer provided by Pedalfest sponsor, [New Belgium Brewery](#); proceeds will benefit the [East Bay Bicycle Coalition](#).



“Our first Pedalfest event was such a great success for the community last year - drawing some 18,000 visitors to Oakland's Jack London Square to celebrate our unique thriving bike culture here in the East Bay,” said Renee Rivera, Executive Director, East Bay Bicycle Coalition. “Our second annual event will offer even more bicycle fun, entertainment and education! This is a perfect event for anyone who loves bikes – whether they love the gear, the community, or just having fun on two wheels.”

In keeping with the event’s bicycle theme, select food items and a live sound stage will be powered by [Rock the Bike](#), an organization which produces electricity from stationary bikes. Visitors will have the chance to jump on a bike and pedal to create their own ice cream and smoothies. Additional Pedalfest activities will include bicycle-powered amusement rides for kids, live music, bicycle-powered spin art, a folding-bike race, an obstacle course and more.



“Jack London Square is proud to collaborate with some of the city’s top bicycling advocates to present Pedalfest for the second year in a row,” said Linda Meyer, Marketing Director of Jack London Square. “Pedalfest is the perfect way for Jack London Square to support the East Bay’s growing bicycling community and enthusiasm for any and all-things bike in the Bay Area.”

Traveling from outside of the across the Bay? Grab your bike and hitch a free ferry ride courtesy of [San Francisco Bay Ferry](#). Worried about parking? Pedalfest will be offering **free** bicycle valet services. If you’re in the market for a new bike, purchase

a raffle ticket for one at Pedalfest to support [East Bay Bike Coalition](#).

Featured event partners and key sponsors include: [Jack London Square](#), [Bay Area Bikes](#), [East Bay Bicycle Coalition](#), [New Belgium Brewery](#), [Kaiser Permanente](#), [Sungevity](#), [The Port of Oakland](#) and [The City of Oakland](#). Pedalfesters are encouraged to stay after the festivities and enjoy one of Jack London Square's many great restaurants, including [Bocanova](#), [Haven](#), [Miss Pearl's Restaurant & Lounge](#), [Scott's Seafood](#), [Il Pescatore](#), [Kincaids](#), [Yoshi's](#) and [Hahn's Hibachi](#).

For more information on Pedalfest, please visit www.PedalfestJackLondon.com. For all other Jack London Square events, please check out JackLondonSquare.com/events.php. Jack London Square can be found on Facebook and on Twitter at @JackLondonSq.

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