



For Immediate Release
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EXPO NM TO INCREASE BIKE VALET OPTIONS THANKS TO GENEROUS DONATION FROM BikeABQ

Enhanced Program Encourages Locals to Bike to the Fair & Other Big Events

In a city with a large population of people who ride bicycles both for practical transportation as well as for pleasure and recreational purposes, it seemed only logical to offer patrons the most convenient and secure options to "bike to the fair." For the 2015 state fair, through a collaboration with BikeABQ, the New Mexico State Fair first provided a Bike Valet and has continued to utilize this fantastic, environmentally friendly option for encouraging attendance to the fair and other big events.

The partnership has been very successful, and today fair officials were joined by BikeABQ leadership to announce the generous donation of ten bike racks to EXPO New Mexico to further enhance the Bike Valet program, not just for the state fair but for a multitude of big EXPO NM events. To officially kick off the newly enhanced Bike Valet program, this weekend's Pride festivities at EXPO NM will include a Bike Valet at Gate 4, to provide even greater transportation options for the approximately 11,000 folks who attend Pride each year. Albuquerque Pride Inc. Board President Neil Macernie joined the press conference to talk about the great benefit of adding a Bike Valet as part of their hugely successful annual event.

BikeABQ previously loaned the racks upon which bikes are secured. Because EXPO NM will now have ownership of the equipment, they can be utilized for many more events for which clients will have the option to add a Bike Valet for the minimal cost of securing the bikes.

For Saturday's Pride Parade and associated events, the Bike Valet will be located just inside Gate 4 (enter via San Pedro, in between Copper and Lomas) and provides a safe route into the fairgrounds which does not require cyclists to navigate extensive traffic within the interior of the property. Designated bike routes along San Pedro further enhance safety options into the fairgrounds. Bike riders will be issued a ticket in order to retrieve their bicycle upon exiting the

fair and bikes will be secured and monitored. Bike Valet hours will be from 7 AM to 7 PM on Saturday.

“We are excited to help EXPO New Mexico take their Bike Valet to the next level! BikeABQ has seen a big increase in the need for Bike Valets around town for various events over the past few years and it just speaks greatly for the continuing growth of cycling in our community and our citizen’s goal to live healthier lifestyles,” said Austin Wetsch, President of BikeABQ.

“We are really grateful to BikeABQ for their generous donation of bike racks, which allows us to offer a true Bike Valet for many more events that take place at EXPO New Mexico. This is just one more option for convenient access to the property and the many premier events that we host every week,” said Dan Mourning, general manager of the state fair.

“As one of the biggest celebrations of its kind in Albuquerque, PrideFest will benefit greatly from having this environmentally friendly option available to the thousands of attendees who enjoy the event each year. We are pleased to be able to take advantage of this opportunity to encourage more people to bike to Pride,” stated Macernie of Albuquerque Pride.