

Cycling Media Kit

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Your Cycling Destination – Lane County, Oregon!

Lane County, Oregon is a cycling paradise for both road and mountain biking. We invite your readers to experience this emerging cycling destination.

A wealth of story ideas exist in this region known for its outdoor activities and beauty. This kit will aid in your research.

Discover Lane County...

- Within a half hour's ride from Eugene, cyclist's encounter vineyard covered hills **reminiscent of France** and flat stretches of scenic byways **resembling Holland**.
- The **friendly cycling community** invites both recreational cyclists for weekly rides and world-class racers for annual events.
- **Challenging single track trails** cut through lava fields and towering forests offering full day or shorter rides. Even Gary Fisher describes Oakridge as a "beautiful area" and its potential as a mountain biking destination as "rather high."
- **Three cycling manufacturers call Eugene home.** The national headquarters for Bike Friday, Burley Design Cooperative and Co-Motion Cycles are in Eugene. (They are even connected by the same bicycle path!)
- **Eugene has more bridges for bicycles than for cars!** The Eugene metropolitan area has hundreds of miles of dedicated bicycle lanes and paths, including four bicycle bridges.
- **Bicycling Magazine** mentioned Eugene in their list of "The Best Cycling Cities." **Bike Magazine** listed Eugene as one of their "5 Best Mountain Biking Towns."

We invite you to discover Lane County for yourself. We are happy to assist with fact checking, images, research trip assistance, etc.

For personal assistance with your story, contact Debbie Williamson-Smith at (541) 484-5307, (800) 547-5445 or debbiew@cvalco.org.

Your readers will receive a free visitor guide and cycling information by contacting the

Convention & Visitors Association of Lane County Oregon.

phone: (800) 547-5445 fax number: (541) 343-6335

e-mail: media@cvalco.org www.TravelLaneCounty.com

Bicycle Manufacturers



Bike Friday

3364 W 11th Ave. Eugene, OR 97402

(541) 687-0487 / Fax: (541) 687-0403

E-mail: sales@bikefriday.com

Website: www.bikefriday.com

A custom-fitted Bike Friday is possibly the world's leading performance travel bicycle. It folds in 30 seconds, packs into a suitcase, and *Bicycling Magazine* said, 'rides as good as your best bike.'

Over 11,000 Bike Friday owners worldwide include Olympic athletes, Ironman competitors, Race Across America and Tour de France veterans, as well as families, seniors, world travelers, commuters, and cyclists who simply want to maintain their fitness when traveling for business or pleasure.

A Bike Friday can be ordered factory direct following an interview in person, or by phone, fax or email. We build a bike that matches your needs and body measurements precisely.

Almost every kind of cycling is covered in Bike Friday's vast model range: road, racing, mountain, touring, recumbent, recumbent tandem, tandems for 2 or 3 riders, and special Petite models for the smaller, lighter rider. There's even a tandem that converts to a single bike - a world first. All models fold and/or break down into standard airline luggage - no bike box fees!

When you're in Eugene, join the staff each weekday at noon for a fast, 1-hour training ride. For a social ride, join us at noon on the first and third Tuesday of the month or the first Sunday of the month at 9.30am. Sunday's ride features refreshments at the factory afterward.

Join the fold! Bike Friday, proudly handbuilt in Eugene since 1992.

Burley Design Cooperative

4020 Stewart Rd. Eugene, OR 97402-5408 USA

(541) 687-1644 / (800) 311-5294 / Fax: (541) 687-0436

E-mail: burley@burley.com

Website: www.burley.com

The world's leading brand of bicycle trailers, Burley Design Cooperative, resides in Eugene, Oregon. Burley handcrafts, markets, and distributes a full line of bicycle trailers, tandems, recumbent bicycles, road bikes, commuter bikes, and cycling raingear both nationally and internationally.

Burley is considered a niche manufacturer in the bicycle industry. It enjoys a quality reputation with high brand recognition. Burley ranks in the nation's top trailer, tandem, recumbent, and raingear categories. Its sales and market position remain strong as it continues to differentiate while consistently delivering high-quality products with personal service.

Twenty-five years ago, a group of eight dedicated bicycle enthusiasts pooled their money to purchase Burley Bike Bags and form Burley Design Cooperative. Today, Burley's 85 workers/owners celebrate their unique position in the bicycle industry and their unprecedented longevity as a cooperative. Many of Burley's members are dedicated bicycle commuters and enthusiasts who proudly produce products that extend the use of the bicycle for sport, recreation, and transportation. Burley's name has become synonymous with bicycle trailers, as it was the first to introduce this product category to the nation. All of Burley's products are viewed as American, dependable, durable and safety-minded.

Center for Appropriate Transport

455 W 1st Ave. Eugene, OR 97401

(541) 344-1197

E-mail: cat@efn.org

Website: www.efn.org/~cat/index.html

The Center for Appropriate Transport (CAT) is a non-profit organization committed to community involvement in manufacturing, using and advocating sustainable modes of transportation. The first organization of its kind, the Center was founded in the fall of 1992. Since then they have established a number of projects under one roof designed to further their mission. These projects include:

- Peddaler's Express, Eugene's only bicycle courier service.
- Eugene Rackworks, a student-run bicycle rack fabrication company.
- Human Powered Machines, a bicycle frame fabrication company, which produces many types of human-powered vehicles.
- Oregon Cycling, Oregon's only bicycle newspaper.
- Eugene Bicycle Works, is a do-it-yourself repair workspace with personalized instruction available. They have fully equipped work stations for you to fix your own bike, and a wide selection of used and new parts to browse through. Adult Bike Lab courses are also available for you to learn how to tune your own bicycle. They also repair donated used bikes for resale.

CAT's primary focus is youth education and operates a publicly funded private alternative education program and offers classes through the Network Charter School.

Co-Motion Cycles

4765 Pacific Ave. Eugene, OR 97402

(866) 282-6336 / (541) 342-4583 / Fax: (541) 342-2210

E-mail: info@co-motion.com

Website: www.co-motion.com

Co-Motion Cycles proudly calls Eugene home and has been hand-crafting performance tandems and single bikes since 1988. "*Co-Motion*" can mean a lot of things, but here it means the unique relationship between people and their bicycles: Co-Motion bicycles. Co-Motion wants to make this bond between you and your machine stronger. By designing and building bicycles of substance, they work hard to help you develop that spirit of teamwork whether your Co-Motion is a tandem, road bike, travel or touring bike, or a custom *Co-Motion* built just for you.

To Co-Motion, producing the finest bicycles in the world isn't about automation. They believe craftsmanship defines the personal connection between their bicycles and you. Their commitment to hard work and the details of making better bicycles is evident not only in their bicycles, but in the people who work there as well. A visit to Co-Motion Cycles illustrates their open and honest style. They take pride in what they do because they know they're doing it right.

Co-Motion also operates the annual Classic Tandem Race in Eugene. July 30-August 1, 2004 will mark the four-stage event including a hill climb prologue, two road races and a time trial. Tandem teams from near and far look forward to this annual challenge.

Bicycle Tours/Clubs/Organizations



Disciples of Dirt

Contact: Bert Ojerio

Website: groups.yahoo.com/group/disciplesofdirt

Disciples of Dirt is a loose organization that does trail building and maintenance. The website consists of a bulletin of rides. There are regular Wednesday night rides (must have a light) and Saturday and Sunday rides.

Eugene Cycling Team

Contact: Norman Babcock

E-mail: normanb965@aol.com

Website: www.eugencyclingteam.com

Eugene Cycling Team hosts weekly rides and sponsors the Mid Valley Criterium Series (August) and a cycle cross race (October). Both annual events raise money for a local elementary school. There are weekly rides posted on the team's website, which vary by season. Common ride routes and maps are also posted on the website.

Eugene Public Works Transportation

777 Pearl St. Eugene, OR 97401

(541) 682-5010

Contact: Diane Bishop, Bicycle and Pedestrian Coordinator

E-mail: diane.l.bishop@ci.eugene.or.us

Website: www.ci.eugene.or.us/pw/transportation/bike/bikeindex.htm

Eugene Public Works Transportation is a public agency that offers links to bicycling clubs and groups, street and path maintenance, and access to maps of Eugene and Springfield bikeways.

GEARS

PO Box 10244 Eugene, OR 97440

E-mail: gears@eugenegears.org

Website: www.eugenegears.org

As a recreational road riding club, GEARS (Greater Eugene Area Riders) provides a range of services including weekly bicycle rides for all levels, sponsorship of bicycling events, and bicycle safety education. For information about the club's ride schedule, event calendar, maps, and guided tours, visit the website or contact President Phil Lynch at (541) 343-4238 or Ride Director Jim Bloomer at (541) 687-0136.

OBRA

PO Box 16355 Portland, OR 97216

Fax: (503) 667-6220

Contact: Mike Murray

E-mail: mmurray@teleport.com

Website: www.obra.org

OBRA (Oregon Bicycle Racing Association) is an organization that supervises bicycling races and competitions of all kinds ranging from mountain biking to tandem cycling and posts official times and scores.

Oregon Adventures Bicycle Tours

PO Box 148 Oakridge, Oregon 97463

(541) 782-2388

Contact: Randy Dreiling

E-mail: randy@oregon-adventures.com

Website: www.oregon-adventures.com

Oregon Adventures organizes outdoor activities of various types including cycling, mountain biking, and racing. The cycling and mountain biking tours are generally for all levels: leisurely or challenging cyclists. The tours can be half-day, full day, overnight, or longer. There are deals for couples, and tours can be packaged with rafting trips.

University of Oregon Cycling Club

Contact: Ben West, Club Coordinator

E-mail: bwest1@gladstone.uoregon.edu

Website: twinky.uoregon.edu/~uocycling

The University of Oregon Cycling Club is exclusively for students of the University of Oregon. Students of all levels are welcome, but must pay dues and assist with fundraisers. The club is a member of the Northwest Collegiate Cycling Conference (NWCCC), organizes weekly group rides, and includes member benefits.

University of Oregon Outdoor Program

(541) 346-4365; Fax: (541) 346-0637

Website: www.uoregon.edu/~opwww

The University of Oregon Outdoor Program is a cooperative. Anyone can participate in events by joining for a fee of \$15 per year. For U of O students, this fee is already included in their tuition. Mountain biking and bike touring events are posted on the website. The Outdoor Program also offers a rental program, which includes bicycle equipment.

Willamette Pass/Oregon Skyway

Contact: Ray Gardner, Mountain Manager

E-mail: ray@willamettepass.com

Website: www.willamettepass.com

Mountain biking is a new attraction offered at Willamette Pass. Bicyclists can access trails by riding a gondola to the summit of Eagle Peak. From the summit, bicyclists can take a variety of trails ranging from intermediate to advanced levels. Willamette Pass hosts a variety of bicycling events during the summer including three downhill race courses ranging from expert to sport levels.

Rankings



What the experts are saying about Eugene and Lane County, Oregon:

December 2004

Bike Magazine selected Eugene and the McKenzie River Trail as one of "America's Ten Best Trails."

Fall 2004

League of American Bicyclists recognized Eugene with a Silver Bicycle Friendly Community Award. To receive this designation, a variety of factors were considered including the physical environment for bicycling, education programs for bicyclists and drivers, promotional initiatives to encourage people to ride instead of drive and future plans to continue to improve bike riding conditions.

September 2003

Sports Illustrated ranked Eugene #7 on the list of "The Best 20 Places in the Country to be a College Sports Fan."

May 2003

Portland was named "The Best Running Town" in the United States by *Runners World*. It also mentioned that Hayward Field was voted "The Best Track to Watch a Meet."

September 2002

Bicycle Transportation Alliance ranked Eugene and Corvallis as "Oregon's Most Bicycle Friendly Cities" based on bike lanes, parking, and paths. In evaluating cities across the state, researchers looked at the quality and quantity of bicycle facilities, the planning policy in support of cycling, bicycle education and safety programs, and feedback from bicyclists.

July 2002

Eugene was ranked #6 on the list of "The Best Cities to Live and Run" based on the great running trails, coaches and runners associated with Eugene, and the attractions of historic Hayward Field at <http://www.buffalochips.net/top10.htm>

June 2002

Bike Magazine listed Eugene as one of its "5 Best Mountain Biking Towns."

June 2001

Mountain Bike ranked Eugene #9 in the "Top 10 Best U.S. Cities for Mountain Bikers."

January 2001

Runner's World listed Eugene #6 in the "10 Best Running Cities."

April 2000

The Searchers presented Eugene and Lane County, Oregon with the Outstanding Community Award for 2000, recognizing the community's superior quality of life for active adults

March 1999

Bicycling Magazine included an honorable mention for Eugene as one of "The Best Cycling Cities" with populations greater than 200,000.

Other accolades:

February 2002

Fodor's included the Willamette Valley and the Wine Country in Oregon as one of Fodor's "Ten Worldwide Choice Destinations."

February 2001

A & E listed Eugene #7 in "The Top Ten Cities that Have it All."

June 1999

Outdoor Explorer listed Eugene #22 in "The Top 25 Places in the U.S. to Raise an Outdoor Family."