

## PRESS RELEASE

For Immediate Release



[www.supportparks.org](http://www.supportparks.org)

## Media Contact:

Paul Skilbeck  
O2 Sports Marketing  
Tel. 415.359.0730  
Mob. 415.516.1444  
[pskilbeck@o2sm.com](mailto:pskilbeck@o2sm.com)

## Tour de Peninsula Family Bike Ride Returns to Bay Area

### *Online Registration Now Open for Family Fun Event*

SAN MATEO, CALIF. (June 15, 2010) – A Bay Area cycling classic, the Tour de Peninsula recreational bike ride and family social gathering is planned for Sunday, August 1<sup>st</sup>, starting and finishing in scenic Coyote Point Park, San Mateo.

A highlight of the Bay Area cycling calendar for nearly 20 years, and the largest urban-based organized bicycle ride in the Bay Area, the Dirty Shirt ride is back with a great location nudged a few yards to the south from '09, a variety of bicycle routes to suit every type of cyclist, and full day of family outdoor activities.

Proceeds benefit the San Mateo County Parks Foundation and Bicycle Sunday – car-free biking on Canada Road for more than 60,000 cyclists annually.

Registration is now open at [www.supportparks.org/tdp](http://www.supportparks.org/tdp).

#### Bicycling

The Tour de Peninsula offers four fully-supported route options on beautiful courses, with built in shortcuts, designed to suit everyone from young children and first time riders to serious cyclists. The rides – Kids, Beginner, Intermediate and Advanced – will take riders on popular Peninsula bike routes that visit numerous San Mateo County Parks, with breaks at rest stops and scenic sites along the way. Route options include:

- Kids/Family Route – 1-3 miles on bike trail in Coyote Point Park
- Short Route for beginner to intermediate cyclists – 20 miles
- Long Route for intermediate to experienced cyclists – 31 miles
- Metric Century for advanced cyclists – 63 miles, or take the Simon Says shortcut to make it 50 miles.

#### Family Events and Activities

The Tour de Peninsula is more than just a ride – it's a fun, social outdoor experience for the whole family. After the rides, participants will gather at the Eucalyptus Picnic Area near the Coyote Point Park Marina, a beautiful location nestled in a shaded eucalyptus grove, for a day of family activities including:

- The Coyote Point Museum for Environmental Education, open at no charge to all TdP participants and their families. [www.coyoteptmuseum.org](http://www.coyoteptmuseum.org)
- Magic Mountain, an award-winning playground with 6 slides and play features for toddlers through teens
- The Tribal Blues Band: Starting at noon, live blues-funk-jazz-rock music to get those tired cycling legs moving again. [www.tribalbluesband.com](http://www.tribalbluesband.com)

- Picnic tables and grills (bring your own food and beverages, or purchase from concessions on site)
- Networking and lively conversation with other Bay Area residents and families

#### Benefit

Apart from providing a great day outside in beautiful scenery, the main purpose of the Tour de Peninsula is to raise funds for the San Mateo County Parks Foundation and Bicycle Sunday – car-free biking on Canada Road. The San Mateo County Parks Foundation funds projects that restore habitat, provide environmental education, improve trails, support volunteer efforts, and encourage recreational use of parks. Since its founding in 1998, the Foundation and its members have provided millions of dollars for San Mateo County parks.

#### History

Having unexpectedly grown out of Mark Simon’s newspaper columns about an imaginary bike ride, the Tour de Peninsula was founded circa 1991 by Mr. Simon and his friend Rick Sutton, sports marketing dude and Plus 3 Networks founder. With catch phrases such as “no pain, no pain,” and, “It’s not a race, it’s a ride,” the event was a semi-spoof of the Tour de France and ran through the campus of Stanford University. An instant success, 150 riders showed up with beaten-up old bikes and were told cheating is OK. People took short cuts and made frequent stops for donuts, taking up to three hours to ride a 15-mile course. Over the years, the ride continued to grow and in some ways became more reverent (although some people still dust off their old clunkers for it), but the jovial spirit has continued. In 2009 the longest ride was increased by popular demand from 33 miles to 63 miles. Several Dirty Shirts are still seen among all the spandex and sport-wool.

#### Registration

Rates: Before June 30 - Kids 11 and under are free. 12-16 year olds are \$20. Adults 17 and over are \$40.

July 1-July 29 - Kids 11 and under are free. 12-16 year olds are \$25. Adults 17 and over are \$45.

Ride-day registration, beginning at 6:00 am. is \$25/\$50

Registration price for 12 and older includes a TdP T-shirt.

Deadline: Participants are encouraged to register online by July 29, by visiting [www.supportparks.org/tdp/](http://www.supportparks.org/tdp/). Questions: Contact [tdp@supportparks.org](mailto:tdp@supportparks.org), 650-321-1638

#### Ride Schedule

6:00 – 8 a.m.: Event Day registration at the Eucalyptus Picnic Area

7:00 a.m.: 100k/50 mile rides begin

8:00 a.m.: 31/20 mile rides begin

10:00 a.m. onwards: Fun and festivities in the park

12 noon: Kids/family rides in the park

#### Volunteer

The 2010 Tour de Peninsula needs enthusiastic volunteers to help out. To sign up, complete and submit the form at [www.supportparks.org/tourform09.html](http://www.supportparks.org/tourform09.html). We will send you everything you’ll need to prepare for the day including when and where to show up, what to wear and more. Volunteers get lunch, a Tour de Peninsula crew T-shirt and San Mateo County Parks Foundation hat.

###