



BIKES, BEERS, FILMS AND A MEGA RAFFLE! – Project Bike Trip hosts New Belgium Brewing’s Beer & Film Tour

(Santa Cruz, Calif., June 15, 2011) — Project Bike Trip (PBT) is teaming up with New Belgium Brewing to bring their second annual cLiPS of FAiTH BEER & FILM TOUR to Santa Cruz, CA on July 15, 2011. Santa Cruz is one of 18 cities that will be showcasing select independent films while pouring beer from the hard-to-find Lips of Faith series, (and a few popular classics). Clips of Faith raises money for local non-profits and generated more than \$31,000 last year, which included many groups that support bicycling – a New Belgium passion. “It’s a quintessential summer evening: lounging outside, watching movies under the stars, drinking beer with friends,” said Christie Catania, Clips of Faith Manager-at-Large.

One hundred-percent of beer and raffle sales from the Santa Cruz Clips of Faith event will benefit Project Bike Trip’s **Bike Tech at School program**. This high school-based program teaches students the mechanical fundamentals of bicycle assembly and repair, giving these youth the skills and enthusiasm to adopt a bicycling lifestyle and perhaps gain employment in the cycling industry. PBT currently has four classrooms built in four different high schools in Santa Cruz County where more than 100 students are being trained annually (including many underserved English Language Learners, low-income students, and students that are at-risk of dropping out of school). “The Clips of Faith event is a great way to raise awareness about non-profits around the country that are promoting cycling cultures,” stated Katie DeClercq, director of Project Bike Trip. “Not to mention it gives people a fun summer event to look forward to. We couldn’t be happier than to team up with New Belgium Brewing to put on the event of the summer in Santa Cruz.”

The event will feature a giant outdoor movie theater that will be showing a compilation of short films. New Belgium Brewing will have 15 of their hand-crafted beers on tap, with plenty of fun ways to taste and enjoy them. The event will be set up at the Wrigley Building Parking Lot (at Western Drive and Mission Street). Doors open at 7:30, and films begin at dark. And, **admission to the event is FREE!** High fives to everyone who rides, and to make it convenient, People Power and Green Ways to School will be providing Valet Bike Parking.

The Mega Raffle consists of premium bike prizes that total more than \$8,000! The Grand Prize is a new Santa Cruz Blur TR Carbon, which is provided by Santa Cruz Bicycles and Easton Cycling. Other prizes include a New Belgium “Fat Tire” cruiser bike, a Giant Bicycles Simple Three cruiser bike, two Giro helmets and two pairs of Giro shoes (winners get to choose the sizes/model), and a few Blackburn lights, locks, and pumps. Tickets can be purchased now online at www.projectbiketrip.org.

About Project Bike Trip: Project Bike Trip (PBT) is a 501(c)(3) nonprofit organization based in Santa Cruz, Ca that is dedicated to providing comprehensive hands-on and academic bicycle education for youth. PBT programs offer technical training in bicycle mechanics, preparing youth for job opportunities within the bicycle industry. Additionally, youth are introduced to the bicycle as an alternative source of mainstream transportation, the road to healthy living, and as a means for connecting with the outdoors. More info at: www.projectbiketrip.org.