***Join [Organization Name] for the Montana Bicycle Celebration on July 15 – 17***

Join [organization name] for the inaugural Montana Bicycle Celebration, July 15 – 17, a celebration of the Bitterroot Trail and the 40th anniversary of Adventure Cycling’s founding ride, Bikecentennial, for bicycle enthusiasts of all ages. This jam-packed weekend in Missoula and the Bitterroot Valley will include bike rides on the Bitterroot Trail, a ribbon-cutting ceremony at Travelers’ Rest State Park for the new Lolo to Missoula Trail, a bike expo at Silver Park, and social events at the University of Montana and the Holiday Inn Downtown with music by Ben Sollee, art, film, and acclaimed speakers Erick Cedeño, Lael Wilcox, Nicholas Carman, Willie Weir, Russ Roca and Laura Crawford from The Path Less Pedaled, and Bikecentennial co-founders Greg and June Siple, and Dan and Lys Burden. Sunday Streets Missoula and BIKEapalooza, a community bike ride, will round out the celebratory weekend.

Visit BitterrootTrail.com and Adventurecycling.org/MTBikeCelebration for more information and a complete schedule of events.

[Organization name] is a partner of the Montana Bicycle Celebration. [Explain your role in the Montana Bicycle Celebration.]

Other major partners of the Montana Bicycle Celebration include Adventure Cycling Association, Missoula Parks and Recreation, Missoula County Parks and Trails Program, Destination Missoula, Bike Walk Alliance for Missoula, Bike Walk Bitterroot, Bitterroot Trail Alliance, Missoula in Motion, Travelers’ Rest State Park.