PRESS RELEASE

pedal.. B R I S B A N E
PEDAL BRISBANE – A bicycle exhibition encouraging and promoting cycling through art, film, talks, innovations, and initiatives.

Level II, Factory I, Absoe, 51 Mollison Street, West End.
Friday night, 15 November 2013, one night only.
6pm – midnight

When two Brisbane friends met up during the Copenhagen Summer, they returned home with a vision: they wanted to see more people riding bicycles in Brisbane. Mara Quinn and Ciara Denham (Ireland), both specializing in photography, art and graphic design. They are passionate environmentalists and eager cyclists.

Following their separate trips to Europe over the 2013 summer they came together to form a non-for-profit event Pedal: A bicycle exhibition encouraging and promoting cycling through photography, film, talks, innovations, and initiatives. Supported by Mountain Goat, Brisbane City Council, Cycle2City, Peppermint Magazine, Treadlie Magazine, Bicycle Queensland, and GEAR shop Brisbane. They want YOU to join them in spreading bicycle culture in Brisbane.

The evening begins with a group ride ‘Style Over Speed’ convoy riding from the CBD to the event in West End (where people are encouraged to ride in their best attire, no lycra!), the event then runs until midnight. This unique event combines information, art, and a party atmosphere. Pedal is for all cycling types, celebrating any kind of two-wheel rider: BMX, road racers in lycra, lazy Sunday cyclists, leisure riders, family, city commuters, bicycle couriers etc.

As well as photography, which will be the main focus of the event, there will be film screenings and a Go-Pro mash-up of Brisbane cycling footage. Pedal will host short information talks and activities, including riding on the eight-seater bike bus, sprint racing on the stationary ‘roller-races’, and having a go on the ‘crazy-bike’!

All photography will be for sale on the night, along with a bar of organic beers and wines, and multiple bicycle food-venders including Street Food Australia and Hellhound Hotdogs. Attendees are encouraged to ride their bikes to event, people of all levels of cycling are welcome! Pedal is a family friendly event inviting all cyclists and non-cyclists alike.

Pedal Brisbane promise an evening of laughs, creativity, and spinning wheels.

There is an optional $10 door donation with the chance to win door prizes including two 6-month memberships to Cycle2city (worth over $400 each), merchandise from Gear, 12-month Bicycle Queensland membership (worth $90), 12-month subscription to Peppermint Magazine, and 12-month subscription to Treadlie Magazine.

The Pedal Facebook page can be found at www.facebook.com/pedalbne, the event at www.facebook.com/events/457132931075044/ and website at www.pedalbrisbane.com.au
**WHAT** Pedal Brisbane – A bicycle exhibition encouraging and promoting cycling through art, film, talks, innovations, and initiatives.

**EXTRA INFO**
An evening of photography, film, activities, games, talks, innovators, and initiatives.

**WHERE**
Level II, Factory I, Absoe, 51 Mollison Street, West End.

**COST**
Optional $10 door donation (door prizes)

**WHEN**
Friday night, 15 November 2013, one night only.

**Time**
6pm – midnight

**LINKS**
www.facebook.com/pedalbne
www.facebook.com/events/457132931075044/?fref=ts
www.pedalbrisbane.com.au

**MEDIA CONTACT**
For more information, please contact Mara Quinn 0401 015 617 or Ciara Denham 0412 328 876. You can email us at pedalbrisbane@gmail.com.
Photographs by Dane Beesley (photodane.com) attached, these are available for unlimited media usage with all credit to Dane Beesley.