Adventure Cycling Unveils Renovated And Remodeled Headquarters

FOR IMMEDIATE RELEASE

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The July 6 event will celebrate its bigger, greener facility and the growth of bicycle travel with 1,000 free ice creams, art, complimentary bike repair, live music, and more

Missoula, Montana — On Friday, July 6, Adventure Cycling Association will formally unveil its newly renovated and remodeled headquarters with a community block party celebration for its members, donors, and supporters at 150 E. Pine Street in Missoula, MT, from 4 p.m. to 8 p.m.

"Adventure Cycling's expansion is a sign of the times. Bike travel is growing and we expanded our facility so we can better serve Adventure Cycling members and other cyclists nationwide," said Jim Sayer, executive director of Adventure Cycling Association. In the last decade, Adventure Cycling and its programs have grown substantially with its membership up 19%, currently at nearly 45,000 total members, and cycling map sales up 48%. Adventure Cycling now sells an average of more than 30,000 maps each year. It also provides more than 50 tours and instructional courses annually, and puts out perhaps the best English-language magazine on bicycle travel, *Adventure Cyclist*.

Adventure Cycling Association is a 36-year mainstay of downtown Missoula, where it was originally established as Bikecentennial '76. Despite the recent challenging economic climate, it paid off the mortgage on its headquarters in December 2011. The $640,000 renovation and expansion was funded in part by Adventure Cycling's Life Member Fund, which is dedicated to long-term investments in the organization. (Adventure Cycling's Life Member Fund has grown as well in the last decade, up 62%.)

Individual donors also supported the project to help bridge the gap between the amount of money drawn out of the Life Member Fund (based on guidelines from Adventure Cycling's Board of Directors) and the total cost of the project. The organization reached out to its membership and saw an outpouring of support. "We raised enough money to almost completely cover the gap and did not have to take on any debt to complete the project," said Amanda Lipsey, development director of Adventure Cycling. "That's nothing short of a miracle in these economic times, and we are incredibly thankful for our dedicated and supportive members who believe in the organization enough to want to see us grow."

In the construction of its new space, Adventure Cycling embraced many sustainable design techniques such as salvaging and recycling materials from the initial demolition, utilizing recycled-content materials when feasible, and choosing low VOC adhesives, paints, and coatings. Lo-flow plumbing fixtures were installed and the new wall and roof panels offer a high level of thermal insulation. Warren Hampton led the project as architect working with Missoula contractors,

Edgell Building and Development, and Project Manager Bruce Allen.

"We are very pleased with the team that brought this project to fruition," said Chief Operations Officer Sheila Snyder. "We look forward to unveiling the beautiful new space that they created and hope that everyone will join us to celebrate the building, and learn more about the fun work we do to get more people traveling by bicycle."

So if you're in the Missoula area on Friday, July 6, please join Adventure Cycling Association for a sensational summer celebration. From 4 to 8 p.m., visitors can enjoy food, drinks, art, guided tours of the new space, and live music with special guests The Gravely Mountain Boys followed by Soul City Brass Band. Plus, in keeping with tradition, Adventure Cycling will be giving out 1,000 free ice creams in honor of summer — the organization gives out thousands of free ice creams (and sodas) to cyclists visiting its headquarters as they pass through Missoula on cycling tours each year. Local radio station The Trail 103.3 will be broadcasting live on location from 6 a.m. to 6 p.m. featuring interviews with Adventure Cycling supporters and members as well as spotlighting live performances from local bands.

Since the party coincides with downtown Missoula's monthly First Friday activities, Adventure Cycling's neighbors at the Missoula Art Museum (MAM) will join the celebration too, offering a sneak preview of MAM's future Outdoor Sculpture Garden and an opportunity to make a sculpture for your own garden with assistance from Home Resource. A group of local printmakers and artists will be offering live apparel printing from hand-carved wood blocks. Bring your own T-shirt for printing or buy one from them. (Be sure to bring your MAM membership card because members get a discount.)

More details about Adventure Cycling Association's block party celebration can be found on Adventure Cycling's blog and you can check out the event on Facebook.

What: Adventure Cycling's Community Block Party Celebration
When: Friday, July 6, 4 p.m. to 8 p.m.
Where: 150 East Pine Street, Missoula, MT. Corner of Pattee and Pine, 1 block off Higgins.
More info: Call 406-721-1776

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Adventure Cycling Association inspires and empowers people to travel by bicycle. As North America's largest nonprofit member-supported cycling organization with 45,000 members, Adventure Cycling enriches lives and connects communities by creating state-of-the-art bicycle routes and maps, leading unique bike tours and educational courses, publishing the award-winning Adventure Cyclist *magazine, and working to improve conditions for bike travel. Offering 41,399 meticulously mapped miles in the Adventure Cycling Route Network as well as extensive online and print resources, Adventure Cycling provides the resources that cyclists need to plan their own bike-travel adventures. Contact Adventure Cycling's headquarters at (800) 755-BIKE (2453), info@adventurecycling.org, or visit www.AdventureCycling.org.*