



Press Release for Media

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Event: West Hartford’s Annual Bicycle Festival, Wheel Fun Day
Sunday, June 15, 2014 | West Hartford Town Hall Parking Lot

What better way for dads to celebrate Father’s Day than to bring their children to a Bicycle Festival in West Hartford that includes bike decorating stations, Big Wheel time trials, safety tip demonstrations, a World Champion Stunt Rider, juggler, face painting, free professional photographs of dads with their children on bicycles and live music!? Building on last year’s first bicycle festival in West Hartford, the town’s Bicycle Advisory Committee is hosting something even bigger and better this year.

It’s free, open to all and incredibly family-friendly with cordoned-off safe riding areas and bike parking, terrific food vendors (Pinkberry, Get Toasted, and others) and even a Fashion Show (new this year!).

Professional Photographer Mark Marques will be on hand once again to take photographs of people with their bicycles, an extremely popular free option at last year’s festival and especially fun this year with the Father’s Day theme!



Wheel Fun 2014 will officially open with a special Bike Down Main group ride, beginning at 9:30 am in the Bishops Corner parking lot by Marshalls and will end at the festival in the West Hartford Town Hall Lot. The festival itself will run from 10:00am to 3:00pm.



Last year’s event involved more than 30 vendors and this year promises to be even bigger and better. For more information, e-mail Mary Collins at **WheelFun@bikewesthartford.org**. For more information about the West Hartford Bicycle Advisory Committee and Bike West Hartford, Inc., please visit **www.bikewesthartford.org** or find our Facebook page—**MakeWestHartfordBicycleFriendly**.



The Wheel Fun Day Committee would like to thank **Hartford HealthCare** for their sponsorship. Look for their booth at the festival!



Wheel Fun 2014 Schedule of Events (subject to change)

9:30-10:00am	Bike Down Main <i>Begins in the Marshalls Bishops Corner parking lot and will end at the West Hartford Town Hall Parking Lot. Riders ride at their own risk and must wear helmets; we suggest riders be age 11 or older.</i>
10:00am	Festival Opens
11:00am	Performance by Chris Poulos, BMX World Champion Stunt Rider
noon-12:30pm	Bike/Walk CT will demonstrate bicycle safety tips
12:45-1:15pm	Fashion show of bicycling apparel and gear <i>Sponsored by REI, Lulu Lemon and Bloomfield Bike</i>
1:30-2:00pm	Decorated bikes parade
2:00-2:30pm	Raffle
3:00pm	Guided four-mile family friendly ride in West Hartford <i>(\$3 fee for insurance)</i>

Ongoing Events

- Live music throughout the day
- Face painting and Valentine the Clown at the Bike West Hartford table
- Unicycling juggler
- High Wheel Vintage bike demonstration
- Big Wheel Time Trials
- Bicycle decorating station sponsored by the Greater Hartford YMCA
- Professional Photographer Mike Marques will take FREE photographs of people with their bicycles in a special tent
- Bike Parking Area (*no need to worry about where to park your bicycle*)

Expected Vendors

Bike/Walk CT, Bikers Edge, Bike for Care: American Diabetes Association, Bloomfield Bicycle, Central Wheel, Cutting Edge, East Coast Greenway, Toasted, Growing Great Schools, Hartford Bike Studio, Hartford HealthCare, Marques Photography, NE Clean Power, NE Urgent Care, Newington Bike, Outdoor Adventure, Pinkberry, REI, Ridgeline, Safe Kids, Simsbury Free Bike, Suburban Sports, Village Vitality, YMCA and more.