



FOR IMMEDIATE RELEASE

Contact: Jenny Foust
(w) 303.433.7020
(c) 720.244.4268
jfoust@csg-pr.com

New Belgium Brewing's "Tour de Fat" Rolls into Nashville for the First Time on Saturday, July 9

*Come Enjoy Bikes, Beer and Benevolence while supporting Sound Forest,
Walk/Bike Nashville & Ride for Reading*

Ft. Collins, CO, June 17, 2011 – If you haven't experienced Tour de Fat, you just haven't had enough fun on two wheels. In its 12th season, New Belgium Brewing's traveling celebration of all things bicycle will make its first mark on Nashville, TN on Saturday, July 9. Tour de Fat is more than an event; it's a rite of passage that includes a costumed bicycle parade, New Belgium beer, eye-popping entertainment, local food, crazy bike contests and much more.

A highlight of Tour de Fat is the annual car-for-bike swap and we're still looking for a swapper to represent Nashville in this challenge! At each Tour de Fat stop, one person hands over his or her car keys and commits to one year of living car-free. Each car-for-bike swapper will receive a hand-built Black Sheep commuter bike (<http://www.blacksheepbikes.com/>) in return for his or her car.

Volunteers are chosen after submitting an application describing their desire to live sans-car. To apply, go to New Belgium's Tour de Fat Facebook page (<http://www.facebook.com/TourDeFat>), click on events and city of choice, and upload an application in one of three formats: video (two minutes or less, please), photo or the written word.

"We can't wait to bring our unique style of bike advocacy to Nashville," said Bryan Simpson, spokesman for New Belgium. "People who haven't witnessed Tour de Fat don't quite know what to expect, but that's what we love. It's an uninhibited day of quirky costumes, bikes and entertainment while supporting our non-profit friends."

Here are details about the Nashville event:

Date:	Saturday, July 9
Parade Registration:	9:00 a.m.
Ride Times:	10:00 a.m. - 11:00 a.m.
Entertainment:	11:00 a.m. - 4:00 p.m.
Location:	Centennial Park

Benefitting:

Sound Forest - <http://www.soundforest.org/>

Walk/Bike Nashville - <http://www.walkbikenashville.org>

Ride for Reading - http://www.rideforreading.com/?page_id=482

Sustainability Support By: Sound Forest - <http://www.soundforest.org/>

Performances By:

The Daredevil Chickens Club - <http://www.daredevilchicken.com/>

The Dovekins - <http://www.myspace.com/dovekins>

Squirm Burpee Circus - <http://www.handsomelittledevils.com/>

Mucca Pazza - <http://mucca-pazza.org/>

Price:

Admission – Free

Parade – Suggested donation of \$5 or more

Beer - \$5 for a 16 oz. pour

A few tidbits about Tour de Fat:

- Tour de Fat encourages everybody to team up and present each city with the most colorful, respectful and creative bike parade ever witnessed. (Hint: No one stands out like the guy who was too cool for a costume!)
- Tour de Fat seeks to leave as small an environmental imprint as possible and composts and recycles waste. The waste diversion rate for 2010 was 91 percent.
- Tour de Fat is free to attend, but beer and merchandise proceeds go to local cycling non-profits. During its lifespan, Tour de Fat events have raised more than \$1.75 million for philanthropy. Last year Tour de Fat raised \$331,428.
- All musical acts perform on a solar-powered stage decorated with recycled materials; trucks and transport use biofuel sourced from recycled waste oils; and all vendors operate off the grid.
- This is a pro-bike celebration, not an anti-car rally...non-cyclists are more than welcome to join the festivities.

See <http://www.facebook.com/TourDeFat> for the Tour de Fat credo, schedules, videos and to submit your entry to swap your gas guzzler for a shiny new bicycle.

Tour de Fat 2011 will cycle through each of the following cities:

June 25 – Durham, NC, Diamond View Park at the American Tobacco Campus

July 9 – Nashville, TN, Centennial Park

July 16 – Chicago, IL, Palmer Square

July 23 – Minneapolis, MN, Loring Park

July 30 – Milwaukee, WI, Humboldt Park

August 20 – Boise, ID, Ann Morrison Park

September 3 – Ft. Collins, CO, Civic Center Park

September 10 – Denver, CO, City Park

September 24 – San Francisco, CA, Golden Gate Park
October 1 – San Diego, CA, Balboa Park
October 8 – Los Angeles, CA, L.A. Historic Park
October 15 – Tempe, AZ, Tempe Town Lake
October 22 – Austin, TX, Fiesta Garden

About New Belgium Brewing Company

New Belgium Brewing Company, makers of Fat Tire Amber Ale and a host of Belgian-inspired beers, began operations in a tiny Fort Collins basement in 1991. Today, the third largest craft brewer in the U.S., New Belgium produces eight year-round beers; Fat Tire Amber Ale, Ranger IPA, Sunshine Wheat, Blue Paddle Pilsner, 1554 Black Ale, Abbey, Mothership Wit and Trippel, as well as a host of seasonal releases. In addition to producing world-class beers, New Belgium takes pride in being a responsible corporate role model with progressive programs such as employee ownership, open book management and a commitment to environmental stewardship. For more information, visit www.newbelgium.com.

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