

Contact: Dave Shaw, producer,
(206) 954-7526, cbcexpoproducer@cascade.org
Scott W. Marlow, marketing director
Cascade Bicycle Club
(206) 522-2403, cbcmarketing@cascade.org

FOR IMMEDIATE RELEASE

Event Date: March 5 – 7, 2004

Seattle International Bicycle Expo Gains New Title Sponsor: Group Health Cooperative *Nationally-ranked BMX rider, Mickey Gaidos, to appear*

SEATTLE – Group Health Cooperative and Cascade Bicycle Club announce the nation's third-largest consumer bicycle show - the Group Health Seattle International Bicycle Expo at the Seahawks Stadium Exhibition Center the weekend of March 5-7.

The Group Health Seattle International Bicycle Expo features 80,000 square feet of exhibitions on travel, bicycles, clothing, tours, and more. Ten thousand bicyclists will experience the latest in biking trends and products. Among this year's highlights are a new indoor time trial, a grand-prize drawing to win a ten-day bicycle tour for two to Tuscany, from Florence to Rome; and an appearance by nationally ranked BMX rider Mickey Gaidos.



The 16th annual event features over 140 exhibits, coupled with workshops, demonstrations, and presentations by nationally recognized cyclists and adventurers – including local personalities Willie Weir; award-winning syndicated “Frazz” cartoonist Jef Mallet; and The Presidents of the United States of America guitarist/ vocalist Dave Dederer.

[Comics, Musings, and Rock n' Roll](#) panel
[The Bad Road](#) by Willie Weir
[TransRockies Challenge](#) by Brett Wolfe
[Denali by Human Power](#) by Erden Eruc

[Nutrition and Training seminars](#) by Group
Health Cooperative
[Group Health STP Preparation Workshops](#)
[BMX rider Mickey Gaidos](#)

WHAT: The Group Health Seattle International Bicycle Expo

WHERE: Seahawks Stadium Exhibition Center

WHEN: Friday, March 5 from 4 p.m. to 9 p.m.
Saturday, March 6 from 10 a.m. - 7 p.m.
Sunday, March 7 from 10 a.m. to 5 p.m.

Admission: \$7 for adults, \$5 for kids 6 - 12; free for kids under 6.

MORE INFORMATION: www.cascade.org or call 1-888-334-BIKE

SPONSORS: Group Health Seattle International Bicycle Expo is presented by Newsradio 710 KIRO. Other sponsors include: Clif Bar, Group Health Cooperative, Nextel, Sports Rack, Stark Tours, and Verity Credit Union.

About Cascade Bicycle Club

Cascade Bicycle Club is the nation's largest bicycle club with over 4,500 members in Greater Seattle. Cascade produces eight annual events, including three marquee events: Group Health Seattle International Bicycle Expo, WRQ Bike to Work Month and Group Health Seattle To Portland Bicycle Classic. CBC promotes bicycling for transportation, recreation and health - providing over 1,000 recreational rides annually. Cascade is a non-profit organization, directed by a board of nine elected volunteer directors and eight professional staff. The Cascade Bicycle Club Education Foundation, a 501(c3) organization, promotes bicycling safety and skills throughout Washington State.

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Group Health Seattle International Bicycle Expo *Speakers and Presentations*

Nationally ranked BMX Flatlander Mickey Gaidos

Two wheels, four pegs, and flat pavement are all that's needed, but flatland BMX is anything but simple. Combining the speed of road riding, the grace of figure skating and superhuman balance, flatland BMX is non-stop wizardry on the bike. Mickey Gaidos is a nationally ranked flatlander from Louisiana who will have you thinking, "I see it and I still don't believe it." Gaidos appears courtesy of Diatech



Main Stage: Friday, 7:30pm; Saturday, 12:45pm, 3:45pm;
Sunday, 11:30pm, 3:30pm

Indoor Time Trial

A 10k Time Trial, featuring rolling terrain with road grades up to 3% - all taking place *indoors!* RacerMate, Inc. of Seattle, WA has developed special software specifically for this CompuTrainer competition. Up to 8 riders can race against one another in real time on their own bikes. A screen will show riders the course profile, along with their positions. So bring your bike and cycling gear and be ready to compete.

Group Health Training and Nutrition Workshops

Cycling Panel

Carbo-load or Atkins diet? Overtraining or undertraining? Aspirin, heat packs, or ice? Talk with a Group Health orthopedist, a nutritionist and a former STP medical rider about how to get the most from your cycling and stay healthy in the process.

Group Health Stage: Friday, 6:00pm,

Training and Treatment for Cyclists

Spring training is here! How often should you ride? How much pain is too much? A Group Health orthopedist discusses how to get and stay in good shape while riding for recreation or training for a big event.

Group Health Stage: Saturday, 11:00am; Sunday, 11:00pm,

Nutrition and Diet for Cyclists

Should you eat differently while cycling? Does weather affect hydration? How much food is enough? A Group Health nutritionist discusses what, how and when to eat and drink for maximum health and performance while cycling.

Group Health Stage: Saturday, 4:30pm; Sunday, 3:00pm

Denali by Human Power

February 1st, 2003 Erden Eruç left Seattle on his bicycle, towing a trailer loaded with climbing gear, to reach the summit of Denali (Mt. McKinley) in Alaska. With him was all that he needed to survive the Alaska Highway winter conditions.



May 1, he met his friends, and walked 67 miles, over glaciers, to the Kahiltna Base Camp, and then climbed the mountain. May 29th, Erden stood with two teammates on the summit - the highest point in North America. The return trip on the bike lasted until August 24th; a 5,546 mile journey. It was a trip that set the stage for the creation of Erden's life goal; to reach the highest summits on six different continents while circumnavigating the world by human power.

Group Health Stage: Friday, 7:15pm; Saturday, 2:30pm;

Main Stage: Sunday, 10:00am

TransRockies Challenge

Join Brett Wolfe for a story and slideshow presentation about the TransRockies Challenge, August 10-16, 2003. This 7-day mountain bike stage race across the Canadian Rockies covers over 600 kilometers and climbs more than 12,000 meters from Fernie, B.C. to Canmore, Alberta. The time spent on the bike per day varied from five to just under 11 hours.



Group Health Stage: Friday, 5:00pm;
Main Stage: Saturday, 2:45pm; Sunday, 12:00 noon

Willie Weir

What do you do when you have a three-month bicycle journey planned in Turkey and a week before you leave U.S. troops invade Iraq? Radio commentator and travel columnist Willie Weir goes anyway. Willie takes you down some “bad roads” in this amazing country and explores the question, “How do you decide when adventure is worth the risk?”



Main Stage: Friday, 6:15pm; Saturday, 1:30pm; Sunday, 1:15pm

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