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“BIKE THE COAST AND “TASTE THE COAST” HIGHLIGHT FIRST NOVEMBER WEEKEND IN OCEANSIDE.

Event Media, Inc., in conjunction with the Oceanside Bicycle Committee and the City of Oceanside, announces the inaugural **“BIKE THE COAST”** bike tour to be held on Saturday November 6, 2010.

The event is a community-based bicycle tour with four out-and-back routes along starting and finishing along the beach at Oceanside Pier.

- The **River Route** (7 or 15 miles) is out and back on the San Luis Rey Bike Trail. These courses are very safe and flat and designed for beginners, casual cruisers, families and visitors.
- The **Beach Route** heads south along the Coast to a turn around in Encinitas for the **25 mile** course, or into Carmel Valley and Rancho Santa Fe for the **50 mile** course. These courses showcase the world famous beaches, towns and landmarks that stretch north along the coast from San Diego to Oceanside.

All biking courses will be well marked, offer food and drink at SAG stations as well as mobile mechanics and support. All riders receive a participant’s gift and a finisher’s medal.

In conjunction with finish of the bicycling event, the **“TASTE THE COAST”** exposition will feature fun, food and activities for family and friends with booths that offer some of the wonderful range of foods available in Oceanside.

“The coastal bike trails through the five North County Coastal Cities of Oceanside, Carlsbad, Encinitas, Solana Beach and Del Mar are some of the most popular and beautiful bicycling routes in the country and early November is usually our best weather” commented ride organizer Jim Curl (jcurl@san.rr.com). “This is a good opportunity for everyone from experienced riders to first-timers and visitors to enjoy a supported ride, especially those who are looking for their “First 25” or “First 50”.

Event Media, Inc. also produces the popular **“San Diego Century Bicycle Tour”** in May of each year (www.EncinitasRace.com/sdc) and provides course management for the always-sold-out **“Gran Fondo Colnago San Diego”** tour in early spring (www.GranFondoSanDiego.com).

Proceeds from the ride support the San Diego County Bicycle Coalition (www.sdcbc.org) a 501(c)3 non-profit organization dedicated to making bicycling better in San Diego and producer of the **“Bike The Bay”** ride over the Coronado Bridge in August.

“We are very excited about this event, and hope it will be a showcase for the great things that can happen with cycling in Oceanside”, said Kathy Keehan, Executive Director of SDCBC.

To register, subscribe to Bike The Coast updates and training plans, obtain sponsorship and exhibition packets, and for further information about the ride, go to www.Bike-the-Coast.com or call us at 760/632-6843

For Oceanside Travel Information, including special deals on hotel rates go to www.visitoceanside.org or call (760) 721-1101.