

MEDIA RELEASE

Wednesday 3 March 2010

Earth Ride - Adelaide 2010

Car-free streets of Adelaide on 28 March 2010 for Earth Ride Adelaide 2010!

Earth Ride Adelaide 2010 is part of a global initiative that will take over the car-free city streets of Adelaide CBD on 28 March 2010. Over 3,000 people are expected to walk or ride their bikes through each of the city squares, enjoying the fun, food, entertainment and the Mini Sustainability Expo in Victoria Square, where Green Businesses will be on hand to provide advice on sustainable living.

Proudly brought to you by Adelaide City Council and Capital City Committee and presented by Bicycle SA, Earth Ride Adelaide 2010 is planned to coincide with the weekend of Earth Hour on Saturday 27 March.

“Adelaide City Council is very pleased to be able to support this inaugural event, and I hope that it will encourage people to think about the travel decisions that they make every day,” said Adelaide City’s Lord Mayor Michael Harbison.

“Embracing a green, sustainable way of life is all about active involvement, and what better way to get involved than to join in Earth Ride 2010 and experiment with green transport, whether by bike, by foot or even by rollerblade?”

SA Police will be conducting a rolling road closure for Earth Ride – Adelaide 2010 from 10.30am for approximately 90 minutes, after which families and friends will be able to spend their Sunday in the festival-like event village at Victoria Square.

All five squares in the CBD will be themed Earth, Air, Fire and Water to coincide with and support the vision of Earth Ride - Adelaide 2010. Victoria Square will have a series of stalls that will be set up to allow participants to meander and learn, not only about the many environmental challenges facing their community (and the world as a whole) but to also take away solutions that will empower each individual to make a small but significant difference.

By taking part in Earth Ride - Adelaide 2010 people can support the principles of Earth Hour and a Green and Sustainable future.

Bicycle SA CEO Christian Haag said “The inaugural Earth Ride – Adelaide 2010 will be a terrific opportunity for South Australians to not only walk or ride their bike through the car-free streets of Adelaide but to be part of the party atmosphere in the Victoria Square Event Village – it’s about having a fun day with family and friends and learning a little about sustainable living at the same time.”

Event details:

- Sunday 28 March 2010
- 9 am – 2 pm, ride starts at 10.30am
- FREE
- Ride, walk, jog, skate, rollerblade
- Register for free online at www.bikesa.asn.au for your chance to win prizes, or show up on the day

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