

2018 MEDIA KIT

Presque Isle | Caribou | Madawaska | Fort Kent | St. Agatha





FOR IMMEDIATE RELEASE

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BikeMaine 2018 To Explore Aroostook County; Registration Open

BikeMaine 2018 Will Bring 450 Riders and 75 Support Staff to Aroostook County for a Week-long Celebration of Acadia in the St. John Valley: La Terre Entre Deux

February 3, 2018 (PRESQUE ISLE, MAINE) – The Bicycle Coalition of Maine today revealed the Host Communities for the sixth annual BikeMaine tour: Presque Isle, Caribou, Madawaska, Fort Kent, and St. Agatha.

“This year’s BikeMaine route will take riders through some of Maine’s most beautiful country,” Bicycle Coalition of Maine Executive Director John Williams said. “It showcases the splendor and natural beauty of northern Maine. It’s going to be a very special ride.”

BikeMaine is a week-long celebration of Maine’s people, places, culture, and food. The 2018 ride, dubbed, “Acadia in the St. John Valley: La Terre Entre Deux,” will be held from Sept. 8-15. Participation is limited to 450 riders, who will cover an average of 55 miles per day and a total of approximately 350 miles by the end of the week.

BikeMaine 2018 provides riders with the opportunity for a two-nation vacation, as the route travels along the U.S.-Canada border and riders spend two nights in both Madawaska and Fort Kent. As the heart of Acadian culture in Maine, the St. John Valley boasts sprawling farmland, breathtaking vistas, and an unforgettable culinary experience. Presque Isle will serve as the starting and ending point of the tour.

“We’re excited to be in Aroostook County, and we’re proud to showcase everything that makes northern Maine so special,” BikeMaine Ride Director MaryBeth Luce said.

Since its inception, BikeMaine has pumped nearly \$2.3 million in Maine’s local economy. Last year’s ride alone accounted for \$660,000 in direct economic impact, including \$262,000 spent by the Coalition to produce the event, and approximately \$398,000 spend by riders beyond their registration fees.

BikeMaine is proud to have the support of L.L. Bean, Maine Beer Company, Anthem Blue Cross & Blue Shield in Maine, Cono Sur Vineyard and Winery, S. W. Collins, and Pineland Farms Natural Meats, as well as many other valued partners.

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About the Bicycle Coalition of Maine

The Bicycle Coalition of Maine is the statewide voice of cyclists and pedestrians. Since 1992, the Bicycle Coalition of Maine has led the effort to make Maine better for bicycling and walking by protecting the rights and safety of cyclists and pedestrians through education, advocacy, legislation and encouragement. We support biking and walking for health, transportation, and recreation. For more information: bikemaine.org.

About BikeMaine

Founded in 2012, BikeMaine is a fully-supported, seven-day cycling tour organized by the Bicycle Coalition of Maine. The tour takes a different course every year. Routes traverse uncrowded back roads, looping through small towns and scenic areas along the coast and inland. The event was founded to promote the state as a bicycling destination and to use cycling as an economic development tool for local communities. Proceeds from the tour go to support bicycle advocacy in Maine. To learn more, visit ride.bikemaine.org.

BikeMaine: 2018 Media Kit





Fact Sheet

Ride Dates

September 8-15, 2018

Capacity

450 Riders

Sponsors & Partners

We are extraordinarily grateful to all our sponsors and partners, including our Presenting Sponsor, Anthem Blue Cross & Blue Shield, and our Founding Sponsor, L.L. Bean. For a complete list of all our sponsors and partners, please visit our website at <http://ride.bikemaine.org/sponsors-partners>

History

BikeMaine is organized by the Bicycle Coalition of Maine, a membership-driven advocacy group working to make Maine better for bicycling and walking. The event was founded to promote the state as a bicycling destination and to use cycling as an economic development tool for local communities. The inaugural BikeMaine event was held in September 2013 and attracted 251 riders from 37 states and Canadian provinces, and generated an estimated \$235,000 in direct economic impact. BikeMaine 2017 sold out its 400 rider spots 6 months prior to the start of the event, and accounted for \$660,000 in direct economic impact, including \$262,000 spent by the Coalition to produce the event, and approximately \$398,000 spend by riders beyond their registration fees.

Giving Back

Wherever possible, purchased resources required for riders are Maine-sourced within host communities or businesses along the route. The economic boost to host community businesses and community organizations from riders, volunteers, and family members can be significant, as are the continuing benefits from increased community visibility.

In its first five years, BikeMaine's direct economic impact from the event has totaled \$2.3 million. Proceeds from the event support the Bicycle Coalition of Maine and its local cycling and pedestrian initiatives.

In 2017, BikeMaine awarded grants to the City of Bath and the Washington County Council of Governments (WCCOG). Bath received \$2,705 to help finance the construction of a bicycle "pump" track. WCCOG received \$4,000 to place public bicycle repair tool kits at automobile service stations along the Bold Coast Scenic Bikeway, a new, world-class, 300-mile, bicycle route that winds through 30 communities from the Schoodic Peninsula to Eastport and connects via the East Coast Greenway and US Bicycle Route 1 to Calais and the Canadian Maritimes.

Host Communities/BikeMaine Village Locations

- Presque Isle (Start/End) / Bicentennial Park
- Caribou / Collins Pond Park, Caribou Street, Caribou
- Madawaska / Multipurpose Facility, 7th Street, Madawaska
- Fort Kent / River Street, Fort Kent
- St. Agatha / Lakeview Camping Resort

Schedule

- Day 0: Saturday – September 8 – Check-In – Bicentennial Park, Presque Isle
- Day 1: Sunday – September 9 – Presque Isle to Caribou
- Day 2: Monday – September 10 – Caribou to Madawaska
- Day 3: Tuesday – September 11 – Layover Day in Madawaska
- Day 4: Wednesday – September 12 – Madawaska to Fort Kent
- Day 5: Thursday – September 13 – Fort Kent to Dickey to Fort Kent
- Day 6: Friday – September 14 – Fort Kent to St. Agatha
- Day 7: Saturday – September 15 – St. Agatha to Presque Isle

Registration

- January 1 – May 31: \$975
- June 1– End of Registration: \$1,025

Registration Includes

- Three hearty, delicious meals each day, 18 meals total. Riders must arrange three meals on their own while in Madawaska for the layover day. Registration includes a traditional lobster bake with fresh Maine lobster and seasonal local ingredients.
- Well-stocked rest stops for recharging and refueling
- Friendly course support that includes maps, a signed route, Support and Gear (SAG) vans, mechanical and medical assistance if needed, and luggage transport
- Full use of the BikeMaine Village, a portable tent city that springs up wherever the tour stops for the night
- Hot showers
- Restrooms
- Daily entertainment
- Bike mechanics
- Medical and information tents
- Gathering place for cyclists to socialize and swap stories from the road
- BikeMaine t-shirt

Lodging Options

1. Rider provides and sets up own tent (included in registration)
2. Tent and Porter:
Includes 10x10 L.L. Bean tent and 2 camp chairs - \$450 add on for up to two people. BikeMaine will set-up take and down the tent each day and move riders' bags between the tent and the luggage truck.
3. Lodging Package:
Summer Feet offers a lodging package for the week that includes accommodations and transportation between each property and the BikeMaine Village. For details, please see: <http://www.summerfeet.net/explore-trips/maine-bicycle-tours/bike-maine-lodging-transportation>

Hotels

For riders interested in arranging their own lodging for one or more local inns along the route, please see the map of hotels in each of our host communities found under the Frequently Asked Questions tab on the BikeMaine website: ride.bikemaine.org. Riders must arrange their own transportation to any of these properties.

Frequently Asked Questions

For a complete list of Frequently Asked Questions please visit our [website](#).

2018 BikeMaine Limited-Edition Jersey





Registration Details

All registration will take place online at ride.bikemaine.org.

Registration for BikeMaine 2018 is limited to 450 riders to insure a well-supported, quality experience for riders and host communities.

Contact Information

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BikeMaine Website:

<http://ride.bikemaine.org/>

General Questions

ride@bikemaine.org

BikeMaine Registration:

<http://ride.bikemaine.org/register>

BikeMaine Social Media

<https://www.facebook.com/BikeMaineRide>

<https://www.instagram.com/bikemaine/>

<https://twitter.com/BikeMaineRide>

https://www.youtube.com/channel/UCE3XMTIbfa-S_OE78sY0AwA