



VeloSwap Launches Eastern Show at Providence Cyclo-cross Festival

PROVIDENCE, R.I. (June 14, 2011) – The nation’s largest bicycle swap meet, VeloSwap, will launch an East Coast event at Roger Williams Park in conjunction with the Providence Cyclo-cross Festival Presented by Interbike.

Held Columbus Day weekend, the two-day event will put an Interbike consumer show featuring the latest 2012 products adjacent to a massive end-of-season show where shops, clubs, teams and collectors can buy and sell products and services. The consumer shows will be held Oct. 8 and 9, 2011.

Both of these shows are surrounded by a UCI Category I cyclo-cross race, held on a course widely considered the finest in America.

“The entire festival is about celebrating every element of cycling. VeloSwap will add tremendous gravity to Providence,” said Richard Fries, marketing communications director for the festival. “This park, this city, this date are so perfectly situated to host a rendezvous for every East Coast cyclist.”

The event will also feature a dealer-only Interbike show on Friday. That day’s activity will be complemented by a downtown New England bike summit held Friday, Oct. 7.

Buy.Sell.Recycle! VeloSwap is a fantastic celebration of everything in the world of bicycling. VeloSwap features new and used bicycles and equipment, cycling and sports clinics, family events, cycling celebrities, product sampling, an all-new EcoVillage, and much, much more. Reaching thousands, VeloSwap tunes into energy consciousness and recycling for this year’s upcoming October event. Providence - Saturday October 8, 2011. For more information, www.veloswap.com.

The third annual Providence Cyclo-cross Festival Presented by Interbike will be held Oct. 7-9, 2011. Held in Roger Williams Park on a course used for the 2005 and 2006 U.S. National Cyclo-cross Championships, the Providence Cyclo-cross Festival has earned UCI Category I status for 2011. Organized by GSD Event Productions LLC, the event is also part of the prestigious New England Pro Cyclo-cross Series Presented by Verge. For more information, visit www.providencecrossfest.com.

Media Contacts:

Richard Fries, (781) 888-7272
richard@providencecrossfest.com

Glenn Stilwell, (916) 390-5582
production@providencecrossfest.com

