

**For Immediate Release**  
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## **Interbike Partners with GSD to Promote Providence 'Cross Festival World's Premier Bicycle Trade Show Brings Consumer Edition to New England**

**PROVIDENCE, R.I. (Aug. 21, 2009)** – For cyclists the approach of autumn has brought two things: cyclo-cross and Interbike. New England has always boasted it had the finest cyclo-cross in America, but the world's largest trade show required a trip to Las Vegas.

Last year, Interbike brought the OutDoor Demo East to Roger Williams Park in Providence, R.I. For 2009, the two will combine thanks to a new partnership between Interbike and GSD Event Productions LLC. The two will offer the same successful OutDoor Demo East for industry members on Oct. 8 and 9, but then host the Providence Cyclo-cross Festival Presented by Interbike with two additional days of public access to the trade show on Oct. 10 and 11. This will be the first opportunity consumers have had to see the freshest offerings of the bike industry.

"This partnership with Interbike is a perfect promotional alignment," said Richard Fries, marketing communications director for GSD. "This is the best of the Las Vegas Interbike show on display for the public with a UCI cyclo-cross race, a beer garden, and great food on an October weekend in New England."

The Providence Cross Fest is UCI ranked and part of the prestigious Verge New England Championship Cyclo-cross Series. Promoted in tandem with the Interbike OutDoor Demo East, it will not only offer the highest level of cyclo-cross racing available in America but will also expose non-racers to the fastest growing segment of bike racing.

"In order to attract as many members of the New England public as possible, we felt having a world-class race event would be the primary draw," said Andy Tompkins, vice president of the Nielsen Sports Group. "We felt that by partnering with an elite 'cross event like the Providence Cyclo-cross Festival, OutDoor Demo East would offer our exhibitors the best local retailers along with a significant consumer base to brand to. Plus, we all need a little more cowbell in our lives."

**The Interbike OutDoor Demo East** will take place from Thursday to Sunday, October 8-11, 2009 in Roger Williams Park, Providence, RI. Thursday and Friday will be a trade-only expo. On Saturday and Sunday the Interbike Festival will be open to the general public while the Providence Festival of Cyclo-cross takes place.

**The Providence Cyclo-cross Festival Presented by Interbike** will be held Oct. 10 and 11 at Roger Williams Park in Providence, R.I. Both days feature racing on the course used for the 2005 and 2006 U.S. National Championships. Sanctioned by the UCI, the races are part of the prestigious Verge New England Championship Series. For more information on the Providence Cyclo-cross Festival, visit [www.providencecrossfest.com](http://www.providencecrossfest.com).

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