



PRESS RELEASE

For Immediate Release
August 11, 2010

Contact: Betsy Weber, EDC
805.963.1622

Environmental Defense Center to Host 1st Annual “Ride On the Wild Side”

A bike ride to benefit the Environmental Defense Center and explore iconic natural places EDC has helped protect.

Santa Barbara, CA- The Environmental Defense Center (EDC) is proud to host their 1st Annual “Ride on the Wild Side” event in Santa Barbara County on Saturday, October 16th, 2010. This benefit bike ride takes riders to visit and explore some of the iconic wild places that EDC has helped protect including the Douglas Family Preserve (Wilcox), Goleta Beach and Haskell’s Beach.

This bike ride is suited for all types of riders, bicycles and skill levels. There are two rides to choose from (EDC Courtyard in downtown is the starting point): a 10 mile ride that takes riders to the beloved Douglas Family Preserve in Santa Barbara and another 39 mile ride that takes riders to Goleta Beach and Haskell’s Beach in West Goleta. Both rides will be on hard scape bike paths and bike lanes in Santa Barbara and Goleta.

Following the ride, in true EDC fashion, riders and their supporters will join for a festive post party in the EDC Courtyard at 906 Garden Street. The post party will feature live music, a gourmet lunch and tasty brews from New Belgium Brewing Company.

EDC Executive Director David Landecker stated, “The Ride on the Wild Side event is a great opportunity to get outside, get some exercise and learn about the special wild places in this region that EDC has helped preserve for all to enjoy. We are excited to connect with the growing bicycle community and celebrate the natural world on two wheels.”

Registration is \$45 for adults, \$30 for students with children registering for only \$20 and includes a t-shirt and the post party.

There will also be a Ride on the Wild Side kickoff party on Saturday, August 21st at Wheelhouse Bikes (528 Anacapa Street) from 6pm - 9pm. Enjoy bicycle games and contests, music, beer and learn about the 1st annual Ride on the Wild Side. Admission is free.

For more information or to register for the Ride on the Wild Side event, please go to:
www.EnvironmentalDefenseCenter.org/ride

###

The Environmental Defense Center protects and enhances the local environment through education, advocacy, and legal action and works primarily within Santa Barbara, Ventura and San Luis Obispo counties. Since 1977, EDC has empowered community based organizations to advance environmental protection. Program areas include protecting coast and ocean resources, open spaces and wildlife, and human and environmental health.