

10 February 2014

### **VELO-FRINGE REGISTRATIONS NOW OPEN**

Registrations for the new community cycling festival Velo-fringe, to be held in May, are now open.

The festival is open access, which means anyone can register to put on an event or activity, as long as it's related in some way to bikes and bike riding.

This first ever Velo-fringe will run alongside the Adelaide Velo-city Global 2014 international cycling conference in May.

Lord Mayor Stephen Yarwood said that Velo-fringe was an opportunity to show the diversity of South Australia's bike culture.

"Events can incorporate food, art, music, design, fashion, and could include children's events, markets, swapmeets - anything as long as it relates to bikes and bike riding in some way," Stephen said.

Individuals, community groups and businesses are all welcome to apply, including those in regional areas. Activities will be listed in an online program, a printed guide and an App.

A broad range of ideas and events are expected to be proposed, some of which will be free for people to attend or participate in.

A highlight will be the free cyclovia event where some city streets will be closed to traffic and taken over by people riding and walking.

Department of Planning, Transport and Infrastructure CEO Rod Hook said Velo-fringe was an opportunity to increase awareness about bike riding.

"The festival will help the community understand the diversity of bike riders and raise awareness of bike riding. This in turn will encourage more people to see that anyone can hop on a bike and give it a go, which will be good for our health, well-being, our roads and the environment," Rod said.

The winner of the Velo-fringe 'design a logo' competition has also been announced.

The design by Michael List features a bike incorporating an outline of South Australia in the centre of the bike frame.

"Velo-Fringe sounds like a sensational new South Australian festival and I'm excited that my design was chosen, as my work has never been showcased to such a large local audience," Michael said.

"I ride a fixie which is great for around town, and this festival will promote cycling among many generations and groups in a festive environment."

Velo-Fringe and Adelaide Velo-city Global 2014 are expected to raise Adelaide's profile as a bike-friendly city.

Velo-fringe will run from May 16 to 31. To find out more about Velo-fringe and to register an event, go to <http://www.velo-city2014.com/pages/velo-fringe.php>.

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**Media contact: Paula Stevens, 8203 7760 or 0427 910 554**

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