

"ART OF THE BICYCLE" (FRIDAY, JULY 31) – PRESS RELEASE

The fifth annual "Art Of The Bicycle" art and bicycle show, hosted by the Coasters Bicycle Club, will be Friday, July 31 at the Go Away Garage in the Commerce Gallery – 508 S. Commerce St. (one block south of the Intrust Arena off of Waterman St. and one block east of St. Francis St. downtown). The show will run from 7 p.m. to 11 p.m. as part of Old Town's "Final Friday Gallery Crawl." A group bicycle ride follows the exhibition. Ride your bicycle to the show.

Admission is free.

Re-Cycle it, is this years theme. "Everyone of us riding an old bicycle is recycling it," said Larry Mong a popular bicycle customizer. One of the core values of the Coasters Bicycle Club is to keep the vintage bicycles out of the landfills and on the streets. "My oldest bicycle is approximately ninety-six years old and it rides better than new bicycles," says local photographer/artist Erick Riedell who is displaying photographs again this year.

"Art of the Bicycle" features classic, vintage and custom bicycles from the pre-1930s up to those built just for the show. The bicycles are, themselves, works of art...designed by artists on a drafting board and not on computers. These bicycles are simply cool to look at and, like a classic car, enjoyed by most of the American public.

The "Art of the Bicycle" show has become an extremely popular Final Friday event. Last year's show featured around 80-100 bicycles and moved 1200 people through the Commerce Gallery. Art of the bicycle has crowds unlike most final Friday events, with people coming in from surrounding states just to see the bicycles and bicycle art on display. "It's a Rock Star event for bicycles, says Riedell.

The show's popularity also stems from the universality of the bicycle. Everybody has owned a bicycle. From your great grandfather to the tiniest tots in the family, everyone rides a bicycle at some point in their lives. Bicycles have been a part of the human experience since their invention in the 1800s. And with ever-soaring gas prices, more and more people are becoming avid riders and more and more bicycles are filling the streets.

Artists featured in the show include photographer Erick Riedell (a founding member of the Coasters Bicycle Club), Dan Welty custom bicycles, Larry Mong and other area talent from the Coasters Bicycle Club.

The third annual bicycle swap meet will be from 10am until 1pm on Saturday. Bring your bicycle items, parts, frames to swap or sell. See you there.

Contact: Erick Riedell 316-640-2434 e-mail [solonino@yahoo.com](mailto:solonino@yahoo.com)

Visit [www.Artofthebicycle.com](http://www.Artofthebicycle.com) and [www.Coastersbicycleclub.com](http://www.Coastersbicycleclub.com) for information on the show and local bicycle events.

