

Tahoe gearing up for month of bike events

The Lake Tahoe Bicycle Coalition in collaboration with others will launch June is Tahoe Bike Month as a regional marketing campaign to promote cycling in Lake Tahoe.

The plan calls for leveraging the success of Bike2Work, School, Play Week, America's Most Beautiful Bike Ride, and other events in an effort to bring together the combined resources of the cycling and business communities. Companies, clubs and agencies are encouraged to develop new events and programs during June and be included in this campaign.

This year, three events will be inaugurated: Tahoe Bike Challenge 2 Work, School and Play (May 24-June 4); Tahoe Bike Day Parade & Festival on June 5, at Ski Run Marina in South Lake Tahoe; and the Cyclist-friendly Business Bike Rack program for qualified businesses within the city limits of South Lake Tahoe.

More details will be forthcoming for cyclists, event sponsors, festival exhibitors, and businesses interested in the bike rack program.

For updates, [click here](#) or email Ty Polastri at entersport@aol.com.