

NEWS FLASH: Davis Chosen for U.S. Bicycling Hall of Fame

After fierce competition that rivaled the state's famous Amgen Tour of California (ATOC) cycling race, the City of Davis nudged ahead of the pack of 11 cities across the nation to win the US Bicycling Hall of Fame Headquarters relocation from Somerville, New Jersey, Governor Arnold Schwarzenegger announced today. In making this historic announcement, the California Bicycle Museum and US Bicycling Hall of Fame worked with the California Travel and Tourism Commission (CTTC) and the Governor's office to broadcast this exciting news as quickly and as extensively as possible. We are grateful to Governor Schwarzenegger and the CTTC for their prompt assistance and professional guidance.

Governor Schwarzenegger's Comments --

"Without a doubt, California is the best location for this nationally prominent organization," Schwarzenegger said. "No other state embraces the cycling, fitness and environmentally responsible lifestyle like the Golden State, which is why we host the ATOC of California here every year. Having the Hall of Fame here will provide a great way to educate existing and future generations to the benefits of cycling as part of a healthy lifestyle."

Final Selection Process --

The US Bicycling Hall of Fame Board of Directors, narrowed the field down to Greensboro, North Carolina and Davis before voting April 8 to begin exclusive negotiations with the Davis-based California Bicycle Museum.

"We're very excited that the Bicycling Hall of Fame will move to Davis, which hosted the first ATOC stage earlier this year" said Caroline Beteta, president & CEO of the California Travel & Tourism Commission and the U.S. Travel Association. "We believe it will be a wonderful new incentive for visitors to explore the Sacramento region, which has great museums, historical sites, sophisticated arts and entertainment, as well as access to outdoor recreation such as winery hopping, horseback riding, boating, and of course, biking our scenic roads."

In a brief statement by President Dan Kehew, the California Bicycle Museum Board of Directors thanked the Davis community, the City of Davis, and the University of California, Davis for supporting the relocation proposal, which will involve integration with the California Bicycle Museum and thus a relocation to a larger facility in Davis. City of Davis officials are still in negotiations with several local facilities and will announce the new location for the museums within the next several weeks.

Dawn Wylong, president of the Hall of Fame, said that overwhelming Davis support for cycling tipped the scales. "The Davis community is passionate about bicycles, at every level, in every aspect of cycling," Wylong said. "In Davis, the Hall of Fame will be celebrated and appreciated for what it represents."

Wylong added that Davis will enable the US Bicycling Hall of Fame to develop into a destination that represents the history, development and accomplishments of the sport of cycling, as a national organization.

The Davis community has over 100 miles of bike paths and bike lanes and a vibrant downtown commercial area. The Davis Downtown Business Association praised the relocation announcement as another gem for downtown. Association co-president Rosalie Paine of nestware gift shop, noted that along with unique retail, diverse restaurants, art galleries, the farmer's market and the Davis train station, the future bike museum and Hall of Fame will be a great attraction for tourism and a perfect example of a green industry generating jobs and income in the downtown area.

Davis Mayor Ruth Asmundson believes that having the US Bicycling Hall of Fame relocate to Davis is a logical step for the town recognized as the very first platinum level "Bicycle Friendly" city by the League of American Bicyclists. "We have been a model for city planning that encourages bicycling for sustainability, clean air, transportation and fitness. There is not another city in the U.S. where bicycling is a more important part of the community than Davis."

An essential part of Davis' cycling community are the students, faculty and staff of UC Davis, many of whom pedal to campus every day.

"One knows in the first minutes here that bicycles have got to be the symbol of this community. There seem to be more of them than there are people," said UC Davis Chancellor Larry Vanderhoef. "The Hall of Fame is a natural for Davis and UC Davis -- we are bikes!"

More Information --

The [California Bicycle Museum](http://californiabicyclemuseum.org) is a non-profit organization headquartered in Davis with the purpose of establishing a permanent museum and learning center to promote the history and future of cycling. The museum expects to finalize the relocation agreement with the Hall of Fame and, in doing so, secure the long-term use of a city-owned building. Kehew and Wylong described the partnership of both organizations as a logical future step and the eventual outcome could be a major visitor attraction and learning center in Northern California.

The [US Cycling Hall of Fame](http://ushalloffame.com), founded in 1986 and considered the official industry Hall of Fame by the USA Cycling Association, is an active organization, annually inducting athletes and industry achievers for their accomplishments in the sport of cycling. The mission of the US Cycling Hall of Fame is to promote and preserve the history of cycling, recognize competitors and contributors, and advocate for the safety and fitness aspects of cycling. Part museum, membership organization and advocate for all aspects of cycling - the Hall of Fame celebrates and preserves cycling's history, promotes safety and fitness, and encourages participation in all cycling activities.

The California Travel and Tourism Commission (CTTC) is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. According to the CTTC, travel and tourism expenditures total \$96.7 billion annually in California, support jobs for 924,100 Californians and generate \$5.8 billion in state and local tax revenues. For more information about the CTTC and for a free *California Visitor's Guide*, go to www.VisitCalifornia.com.

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