



Contact: Jen Eastwood
Switchback PR + Marketing, Inc.
530.5502252
jen@switchbackpr.com

FOR IMMEDIATE RELEASE

Elijah Bleu's Community Cycling Team Offers Hump Day Motivation

Truckee, Calif. (Aug. 2, 2010) Looking to add some motivational juju to your Hump Day? Elijah Bleu's Community Cycling Team has just the thing: informal Wednesday evening group road rides to get folks happily spinning toward an active weekend.

The free weekly Wednesday rides meet at Truckee's Elijah Bleu's House of Coffee and Good Eats beginning at 5 p.m. Organizer Hardy Bullock, says if attendance is high the group will break into groups based on ability.

"Besides great riding, we'll also answer questions and offer advice on bike fixes," explained Bullock, adding that the weekly sessions may also feature some informal timing as well.

On Saturday, Aug. 21 at 9 a.m. the Elijah Bleu's cycling team will offer yet another informative cycling clinic. During this session riders will learn how to push themselves on longer rides, find appropriate routes and ultimately find their athletic limits.

The newly formed Elijah Bleu's cycling team is inclusive in nature. The competitive portion of the team includes accomplished athletes ranging from Ironman to adventure athlete and ultra distance cycling competitor. However, there is an important non-competitive aspect of the team as well. The team is dedicated to providing community support through direct fundraising events and promoting the sport of cycling for anyone who wants to get out and ride.

For more information about Elijah Bleu's cycling team, contact Hardy Bullock at hardy@ltol.com or John Evans john@denaliusa.com.

Elijah Bleu's is located at 10115 Donner Pass Road in Truckee, Calif. in the historic Loading Dock building. The colorful café is open for breakfast and lunch and features a full selection of handcrafted coffee and espresso drinks. For more information, visit www.ElijahBleus.com; email info@elijahbleus.com or call 530.582.1040.