



FOR IMMEDIATE RELEASE

Contact: Zoe Baldwin, brickcitybikecollective@gmail.com

Brick City Bike Collective to host 3rd Annual Halloween Bike Scavenger Hunt

(Newark, NJ, October 27, 2011) - Newark's Brick City Bike Collective (BCBC) will host its annual Halloween Bike Scavenger Hunt on Sat., Nov. 5th. Check in begins at 11:30am at Hell's Kitchen Lounge, 150 Lafayette Street, and riders will take off at 12:00pm. Lunch and awards will also be held at Hell's Kitchen.

This event will be the fifth bike scavenger and third Halloween race from BCBC. Riders are given clues and a map with locations throughout the Ironbound and some in downtown Newark. At each location riders will have to answer a clue, do something, eat something, or find something, for instance. Points will given if you wear a Halloween costume and finish first. The rider with the most points wins - so strategy, speed, and wearing a costume are key.

"I love creating these rides because it gives me a chance to show people the real Ironbound - all the interesting things, historic architecture, great restaurants and hidden gems they otherwise wouldn't know about," said one of the event's organizers Tim Sullivan. "Plus, these events are loads of fun, somewhat competitive and give participants a whole new perspective on the great city of Newark."

The ride is free and open to all ages. Riders are strongly encouraged to wear a helmet. Riders can pre-register at: <http://tiny.cc/bcbchalloweenregistration>

This race is the inspiration of East Ward Councilman Augusto Amador. Grove Street Bicycles will be donating prizes.

###

About Brick City Bike Collective: BCBC is dedicated to creating a bike-friendly Newark by increasing awareness and resources, making safer streets and encouraging everyone to share the roads through its ongoing events. For more information, visit brickcitybikecollective.org

About Groove Street Bicycles: Groove Street Bicycles is a full-service bike shop in Jersey City committed to inspiring its community to recognize the health and environmental benefits of biking in safe and fun way for everyone. For more information, visit grovestreetbicycles.com