



NEWS

FOR IMMEDIATE RELEASE—MARCH 9, 2011
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Operator Named for Cincinnati Riverfront Park's Bike, Mobility and Visitor's Center

Bike Center to open Fall, 2011

CINCINNATI, OH:---The Cincinnati Park Board has announced that Chicago-based Bike and Park has been selected as the operator of the new Bike, Mobility and Visitors Center in Cincinnati Riverfront Park. The center is scheduled to open by Fall, 2011.

Bike and Park— in business since 1993—is one of America's leading bicycle rental & tour companies. As the operator of the park's Bike, Mobility and Visitors Center, Bike and Park will provide a full inventory of bikes for rent and other rental gear including strollers, kids bikes, carriages, tagalongs, trailers and kids safety equipment. Services will include bike repair, and bike storage for bicycle commuters or recreational visitors. Bike-related retail items as well as pre-packaged refreshments will also be available for purchase at the Center.



The Bike Center at Cincinnati Riverfront Park will open by Fall, 2011

The Bike, Mobility and Visitors Center will have showers, lockers and toilet rooms. These facilities—as well as the Visitors Center—will be staffed, operated and maintained by Bike and Park. All furnishings in the center will be provided by Bike and Park. The company will also pay rent and all operating costs.

Bike and Park provides bicycle rentals, guided tours, equipment repairs, retail services, private and group events, and storage/locker facilities at many prominent locations, including:

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- Navy Pier, Chicago
- Millennium Park Bicycle Station, Chicago
- Fishermen’s Wharf, San Francisco
- The National Mall, Washington DC
- Union Station, Washington DC bicycle commuter station
- Miami Beach, FL
- Hudson River Park, NY, NY

“Bike and Park enjoys an outstanding national reputation for industry leadership and service excellence,” said Willie F. Carden, Jr., Director of Cincinnati Parks.

“Beyond that, they are a ‘green’ company that has been actively involved with community-based clean transportation solutions. These things and more make Bike and Roll an ideal partner in the operation of the city’s new Bike, Mobility and Visitors center at Cincinnati Riverfront Park.”

While the City’s recent budget cuts may delay the opening of some of Cincinnati Riverfront Park’s features, the Jacob G. Schmidlapp Stage and Event Lawn, along with the Bike, Mobility and Visitors Center will be open to the public. “The Phase I features currently under construction are being built with a blend of previously procured federal, state, local and private funds,” continued Carden. “So this

construction work will proceed as we endeavor to find alternative funding sources to open and maintain the park. In the meantime, Common Area Maintenance charges (CAM charges) from The Banks development, the Schmidlapp Event Lawn



The view looking southeast over the Jacob G. Schmidlapp Stage and Event Lawn towards the Moerlein Lager House in Cincinnati Riverfront Park

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rentals and rent from the Moerlein Lager House and the Bike Center will begin to generate significant revenues for the operation of the park—attracting thousands of visitors for recreation, socialization and relaxation to the park—the region’s new front door.”

For more information, please contact Joyce Kamen, Cincinnati Riverfront Park Public Relations, at 513.543.8109.

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The City of Cincinnati's Park Board—a long-time and much-trusted steward of our region's natural resources—is leading the construction of Cincinnati Riverfront Park. The new 45-acre public park-- a regional attraction which will welcome millions of visitors to downtown Cincinnati—is being built with a blend of federal, state, city and private dollars. Construction of this destination park, located adjacent to The Banks development, is moving forward collaboratively but independently from the Banks project. The Cincinnati Riverfront Park project is progressing on time and on budget. Citizens are invited to visit www.MyCincinnatiRiverfrontPark.com to see the exciting park designs and video updates of park construction.