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September 1, 2011  
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FOR IMMEDIATE RELEASE:

## 2<sup>nd</sup> Annual Bike the Coast – Taste the Coast event in Oceanside on November 5 Features More Great Cuisine, 2-Day Expo and a New Century Ride

Cyclists usually look for great food after they get home from cycling events, but that's all changed with the second year of **Bike the Coast – Taste the Coast**, set for Saturday, Nov. 5 at the Oceanside Pier.

This unique event – featuring 7, 15, 25, 50 and 100-mile bicycle rides along the San Luis Rey Bike Trail and through the spectacular San Diego North County beach towns -- has again joined forces with Main Street Oceanside (MSO) to provide **participants and spectators** with an array of culinary delights at the **Taste The Coast** festival that will surround the start and finish of the bike tour at Oceanside Pier.

MSO, producers of the weekly Farmers and Sunset Markets, will bring in a range of popular local food providers from their weekly markets. Booths will offer a wide variety of choices, ranging from handmade ice cream, street tacos and hamburgers to Mediterranean, Philippine and Cuban cuisine. Meanwhile, music, a beer garden and a sports expo in the beachside bandshell area will provide a lively festival atmosphere that received rave reviews in 2010. This year's event extends the Expo, Food & Music to Friday afternoon and early evening.

“This is a wonderful opportunity for everyone to experience the range of food and fun that Oceanside has to offer,” said Kim Heim, Director of MSO ([www.ms oceanside.com](http://www.ms oceanside.com)). “We are looking forward to the second year of a great event with a larger space and even more for people to taste.”

The **Taste the Coast** festival also features sports and fitness booths for both riders and spectators. **Bike the Coast -- Taste the Coast**, produced by Event Media, Inc., has partnerships with the Oceanside Bicycle Committee and Main Street Oceanside along with Visit Oceanside. These groups are bringing together the cycling and business communities in Oceanside to promote bicycling and offer a fun day at the Oceanside Pier. Friday's events run noon - 7:00pm and the Saturday Festival starts at 9:30 a.m. and continues until 4:00 p.m.

### *About Bike the Coast – Taste the Coast*

**Bike the Coast – Taste the Coast** is a choice of 7, 15, 25, 50 and 100-mile bicycle rides starting and finishing with food, fun and music at the Oceanside Pier on Saturday, Nov. 5. The cycling courses include the San Luis Rey Bike Trail and San Diego's North County beaches of Oceanside, Carlsbad, Encinitas, Solana Beach and Del Mar. Proceeds from the ride support the San Diego County Bicycle Coalition -- [www.sdcbc.org](http://www.sdcbc.org) -- a 501(c)3 non-profit organization dedicated to making bicycling better in greater San Diego. For more information on **Bike the Coast – Taste the Coast**, including registration, sponsorship and expo information visit: [www.bike-the-coast.com](http://www.bike-the-coast.com).