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FOR IMMEDIATE RELEASE:

Bike the Coast – Taste the Coast Announces “Movie Night at the Pier” Friday Night Movie “Hell On Wheels” features Lance in the 2003 Tour de France

In its second year, the **Bike The Coast – Taste The Coast** (www.Bike-The-Coast.com) event has added something special to the mix. On Friday, November 4, between 6:00pm and 8:00pm, the first US outdoor showing of the classic cycling movie “**Hell On Wheels**” will be held outdoors at **Movie Night at the Pier**, at the Bandshell next to the Oceanside Pier. Movie Night at the Pier is presented by Visit Oceanside Conference and Visitors Bureau.

“**Hell On Wheels**” (83 minutes) is the German documentary (English subtitles) of the 2003 Tour de France that featured a stirring battle between Lance Armstrong and the German rider Jan Ulrich. It was the record tying 5th win for Lance as well as the 100th anniversary of the Tour. This is the famous Tour that featured Lance avoiding a crash by riding across a grass field, Lance’s crash after his handlebars got tangled up in a spectator’s bag, as well as Tyler Hamilton’s brave ascents and stage victory with a broken collarbone. All this and a race that wasn’t decided until a crash on the final time trial before the ride into Paris.

The evening’s entertainment starts promptly at 6:00pm. Admission to the movie is free and held in conjunction with the **Bike The Coast** packet pick-up, late registration, food fest and sports expo, which are open from noon until 8:00pm. The **Friday Night Beer Garden** opens at 4:00pm and goes until 8:00pm and is presented by **Oceanside Ale Works** and **Michelob Ultra**. Seating is “Open” in both the bleachers and floor section. Comfortable low back beach chairs and blankets are recommended. Food booths are provided through MainStreet Oceanside, producers of the well-loved weekly “Sunset Market” (www.msoceanside.com) and the projection and sound are courtesy of Hollywood Outdoor Movies. (www.hollywoodoutdoormovies.com).

About Bike the Coast – Taste the Coast

Bike the Coast – Taste the Coast is a bicycle ride followed by a Bike festival, with a choice of 7, 15, 25, 50 and 100-mile rides starting and finishing with **food, beer garden, 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 -- a 501(c)3 non-profit organization dedicated to making bicycling better in greater San Diego. The ride is supported locally by the Oceanside Bicycle Committee. (Howard LaGrange and Pete Penseyres, co-Founders and Chairmen).

For more information on **Bike the Coast – Taste the Coast**, including course maps, event schedule and registration, visit: www.bike-the-coast.com.

For sponsorship and expo information, go to www.seasickmarketing.com, or call 858.259.1501.

Travel and hotel information, including local discounts, can be found at www.VisitOceanside.org