



For Immediate Release

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Central Jersey Bicycle Club's 33rd edition of the annual *Farmlands Bicycle Tour* scheduled for Saturday, May 6, 2017

CJBC partners with New Jersey Bike & Walk Coalition

METUCHEN, NEW JERSEY (MARCH 6, 2017) – The Central Jersey Bicycle Club (CJBC) announced that its annual *Farmlands Bicycle Tour*, which starts and finishes in Lincroft, New Jersey, will take place this year on Saturday, May 6th. CJBC will donate a portion of the proceeds from *Farmlands*, now in its 33rd year, to the New Jersey Bike & Walk Coalition (NJBWC), **New Jersey's only state-wide** advocacy organization for bicyclists and pedestrians.

"We are so proud that CJBC has partnered with us on its annual *Farmlands Bicycle Tour* in 2017," **said** Cyndi Steiner, Executive Director of NJBWC. "As a club made up of both new and experienced riders, CJBC understands the value NJBWC brings to their club and to the *Farmlands Bicycle Tour*, and that without this support, we would not be able to continue our advocacy for safer roads for all New Jersey **riders, pedestrians and motorists.**"

Since 1984, the *Farmlands Bicycle Tour* has taken **cyclists through several of New Jersey's** bucolic country and farm areas in Monmouth, Middlesex, Mercer, and Burlington Counties, primarily along rural roads. The family friendly ride covers six routes and is organized into 17, 25, 35, 50, 62, and 100-mile segments.

"We are pleased to support NJBWC through our annual *Farmlands Bicycle Tour*," **noted** Steve Seigel, **President of CJBC**. "This organization is helping our members enjoy a safe and pleasant ride as they bike through New Jersey."

(continued)

In its early beginnings, *Farmlands* began with just a handful of cyclists but it has grown to **become one of New Jersey's** and **CJBC's most popular rides averaging** over 700 cyclists annually. Brookdale Community College in Lincroft is set as the start and finish of the race and participant registration will be from 7 a.m. until noon the day of the Tour. The ride weaves its way through several scenic towns and cities such as Colts Neck, Freehold, East Windsor, and Bordentown.

Along the ***Farmlands'*** travel route, **CJBC's rest stops** will provide snacks, energy drinks, and water, along with support to assist cyclists if help is needed. CJBC is committed to ensure riders a safe and enjoyable ride. All riders travel at their own pace, with all CJBC support services concluding at 5 p.m. for participants. For more information or to register for the *Farmlands Bicycle Tour* online, go to www.cjbc.org.

About New Jersey Bike & Walk Coalition

The New Jersey Bike & Walk Coalition is the only statewide advocacy organization for bicyclists and pedestrians. NJBWC is dedicated to protecting the rights and safety of New Jersey's bicyclists and walkers, and organizes the annual NJ Bike & Walk Summit. Among the organization's advocacy wins for central Jersey are bike lanes along Route 35 from Bay Head to Island Beach State Park and other bike lanes in Monmouth County, and statewide legislation, including the Pedestrian and Bicyclists Safety Study Council, which won unanimous support in both the Assembly and Senate in 2015. **The organization's most** recent win is the improvements to the George Washington Bridge bike paths. NJBWC is led by Executive Director Cyndi Steiner.

About Central Jersey Bicycle Club

CJBC is one of the oldest, largest, and most active, bicycle clubs in the United States. Originally founded as the Metuchen Bicycle Touring Society in 1968, CJBC officially changed its name to Central Jersey Bicycle Club in 1979, and was incorporated in 1993. Today, CJBC has over 200 active members in New Jersey. For more information, go to www.cjbc.org.

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