



May 8, 2017

Press Release

Contact: Yvonne Adan, Chairman of the Board, 805-620-2441, [ye.adan747@gmail.com](mailto:ye.adan747@gmail.com)

BikeVentura, an initiative of VCCOOL, is launching a new initiative: the Fillmore Bike HUB. Like it's Ventura location, the Fillmore Bike HUB will offer low-cost bicycle repairs in which the bicycle's owner is taught how to repair their own bike. The goal is to acquire a brick and mortar store so that more can be offered, second-hand bicycle and parts sales, a HUB Club group for children, a free kids bike helmet program and more local education and advocacy. But until the shop is a reality, watch the Fillmore Bike HUB's social media for mobile pop-up repair and bike related events information.

The Fillmore Bike HUB is proud to be providing Fillmore with its first ever Bike Valet service at the Fillmore May Festival on Saturday, May 20 from 1:00 P.M. to 6:00 P.M. at Genmai Sushi House on the corner of Santa Clara and Central.

A BikeVentura Bike Valet is a free service that provides secure location with bike racks, where riders can leave their bikes, in an environment where a group of people is there to watch the bicycles while the riders enjoy the event. "We've never had anything like this in Fillmore before," said Jaime Ambriz, Project Manager. "I just want locals to be able to beat the traffic and ride to the festival, let us watch their bikes and then just enjoy themselves without worry. There are so many festivals in Fillmore, this will be a great thing for our community." BikeVentura has found that staffing the bike valet booth at local events helps to alleviate some traffic and parking issues, gives bicyclists preferred parking and creates peace of mind for riders and helps the group to meet their mission of fostering a safe, healthy community through bicycle-centered education, empowerment and advocacy in Ventura County. "When you ride your bike, you feel more connected to your community," said Toby Smith, Program Director. "People always wave at you when you're on your bike." For more information about BikeVentura or the Fillmore Bike HUB, please visit their website at [www.bikeventura.org](http://www.bikeventura.org).

*BikeVentura is an initiative of VCCOOL, a charitable non-profit, 501(c)(3) organization. ID# 26-2180702. Your gift is tax deductible as a charitable contribution. No goods or services were provided to you in consideration of this gift.*