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**Van Duzer and a Cruiser:
Sharing Bicycle Advocacy Coast to Coast**

Colorado-based Bicycle Advocate to Bike across the U.S. Touting Life on a Bike

Ft. Collins, CO – June 18, 2009 – Bicycle advocate Ryan Van Duzer will mount his New Belgium three-speed cruiser bike to embark on a two-wheeled journey across the U.S. this coming weekend. As he spreads the gospel of New Belgium Brewing's Team Wonderbike and his life-long passion for biking, Van Duzer will chronicle his travels through blogs, videos and Twitter updates at <http://www.newbelgium.com/duzer>. Track his journey and ride along when he gets to your neighborhood to share a meal, a beer or a story.

Launching Saturday, June 20 from San Diego, Van Duzer will be meeting with advocacy groups, bike lovers, and city planners from America's Bicycle Friendly Cities as recognized by the League of American Bicyclists. Van Duzer will conclude his trip in Washington, D.C., where he plans to meet with League representatives as well as members of the administration.

"Although I am thrilled to make a statement about the benefits of bicycling, I really enjoy the daily adventures of new terrain, camping in remote areas and learning about the lives of the people that I meet," said Van Duzer. "I hope I inspire folks to dust off their bikes or up the ante on their current biking routines, showing that it is a sustainable, fun way to commute – across town or across the country."

New Belgium Brewing, maker of Fat Tire Amber Ale, is sponsoring Van Duzer's travels as part of its Team Wonderbike initiatives (<http://www.newbelgium.com/team-wonderbike>). Team Wonderbike was created by New Belgium to inspire and encourage folks to use their bike instead of their car as often as possible. Team Wonderbike membership is currently 15,000 strong, with more to join as Van Duzer's inspirational trek will inevitably get people to thinking, "If he can ride across the country, I can ride to work!"

"Duzer is a living, breathing example of what one person can do with the power of a bike," said Bryan Simpson, New Belgium Spokesperson and Team Wonderbike Spokes Model. "He's ready to prove you can ride across the country on a three-speed so that others might make a smaller effort in everyday life. Those things add up and Duzer has become something of a personal hero of mine."

Check Duzer out in towns like these and maybe in your neighborhood:

- Oceanside, CA
- Flagstaff, AZ
- Shawnee and Lawrence, KS
- Columbia, MO
- Carmel, IN
- Columbus, OH
- Arlington and Alexandria, VA
- Washington, D.C.

Visit <http://www.newbelgium.com/duzer> to look at the map and much more.

About New Belgium Brewing Company

New Belgium Brewing Company, makers of Fat Tire Amber Ale and a host of Belgian-inspired beers, began operations in a tiny Fort Collins basement in 1991. Today, the third largest craft brewer in the U.S., New Belgium produces seven year-round beers; Fat Tire Amber Ale, Sunshine Wheat, Blue Paddle Pilsner, 1554 Black Ale, Abbey, Mothership Wit, and Trippel, as well as a host of seasonal releases. In addition to

producing world-class beers, New Belgium takes pride in being a responsible corporate role model with progressive programs such as employee ownership, open book management and a commitment to environmental stewardship. For more information, visit www.newbelgium.com.

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