



INTRODUCING THE BLOSSOMS BY BIKE RIVER RIDE

The best way to see the cherry blossoms!

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ALEXANDRIA, VA – Bike and Roll Alexandria, located in the heart of Old Town Alexandria, will for the first time offer our **Blossoms by Bike River Ride** during the 2010 National Cherry Blossom Festival. Celebrate the arrival of spring with this three-hour ride and see the natural beauty of our Nation's Capital at its peak. The tour will take you along the scenic Mount Vernon Trail where you will view the sea of pink and white blossoms from across the Potomac River. We will then continue into DC and around the Tidal Basin where you will see the blossoms up close and learn the history of these beautiful gifts before heading back to Alexandria. **Blossoms by Bike River Ride** is a moderate level ride and is recommended for those 13 years or above. The cost is \$42 for adults and includes bike rental, helmet, water and guide.

Tours will be offered from Bike and Roll Alexandria at One Wales Alley on Monday, Wednesday, Friday, Saturday and Sunday from 1:00 – 4:00 pm (Metro: King Street to the free King Street Trolley).

For the seventh consecutive year, Bike and Roll Washington DC will offer our **Blossoms by Bike** guided ride created especially for the National Cherry Blossom Festival. Come and bike the sea of pink and white blossoms that surround the Potomac Tidal Basin to East Potomac Park and beyond. **Blossoms by Bike** is offered daily during the Festival from 12:00 – 2:00 pm and 3:00 – 5:00 pm, with an additional weekend tour from 9:30 – 11:30 am. The tour begins and ends at the Bike and Roll kiosk in the rear plaza of The Old Post Office Pavilion on 12th St. NW, between Pennsylvania and Constitution Avenues (Metro: Federal Triangle). The cost is \$32 for adults and \$22 for children 12 and under (includes bike rental, helmet, water and guide).

Advance reservations for both **Blossom by Bike** tours are strongly recommended and can be made online at www.bikethesites.com or by phone (202) 842-2453.

Bike and Roll Washington DC also offers regular scheduled tours during the Festival that provide a longer and more comprehensive experience, while still offering great views of the cherry blossoms. Custom tours and private tours are available for groups. Rentals are also available from all three locations at the Old Post Office Pavilion, Old Town Alexandria and Union Station. See www.bikethesites.com or call (202) 842-2453 for more information, rates and tour schedule.

Bike and Roll Washington DC is a managing partner of Bike and Roll, a national network of bicycle rental and tour companies known for outstanding customer service, exceptional value, and quality rental equipment. Visit www.bikeandroll.com for more information on national locations.

Blossoms by Bike and Blossoms by Bike River Ride are Official Programs of the National Cherry Blossom Festival. The National Cherry Blossom Festival is Washington DC's and the Nation's greatest springtime celebration. The 2010 Festival is March 27 - April 11, and features signature events, daily cultural performances, art exhibits, sport competitions and more. The National Cherry Blossom Festival celebrates the 98th anniversary of the gift of the cherry blossom trees and the enduring friendship between the citizens of the United States and Japan. For schedules and information visit www.nationalcherryblossomfestival.org or call the Festival hotline at (877) 44BLOOM.