



## BIKESPRESSO!

### A Biking and Culinary Adventure Ride in Cleveland

*Community-driven bicycle organization Crank-Set Rides partners with Cleveland's artisan coffee roaster Phoenix Coffee to sponsor event promoting bicycling and Cleveland's hotspots*

#### FOR IMMEDIATE RELEASE

(Cleveland, OH), MAY 1, 2011. Bikes, coffee and beer, what could be better? Join us **on May 14, 2011 starting at 3:30pm** to kick off Cleveland Bicycle Week 2011. The Bikespresso event will take riders through the Warehouse District, Edgewater Park, Lakewood and the Gordon Square Arts District on a culinary tour of Cleveland. Planned stops at Phoenix Coffee's W.9<sup>th</sup> Street café, Umami Moto, Root Café, Beer Engine and XYZ Tavern will offer a taste of Cleveland's best food, coffee and beer.

While these three things may be good on their own, Crank-Set Rides and artisan coffee roaster Phoenix Coffee are putting them to work to *do* good in Cleveland.

Crank-Set Rides is a community-driven bicycle organization that raises biking awareness through themed bike rides while simultaneously giving back to the community. It is fueled by several passionate bicyclists, supported by hundreds of philanthropic individuals and dozens of bars, restaurants and businesses from the city of Cleveland—including longtime supporters of the bicycling community, Phoenix Coffee Company.

As part of the Bikespresso event, a donation of \$5 or more to Crank-Set Rides will go towards locally built bike racks, constructed by Rustbelt Welding. These racks will be placed across the Cleveland area in order to promote bicycle use as a green method of transportation.

The Bikespresso event offers riders a chance to win gift certificates from all of the event's sponsors through a contest to design a coffee carrier or coffee sleeve for their bike. The winner will be voted on at Edgewater Park and the prizes will be awarded at Root Café.

#### **SCHEDULE:**

Bikespresso on **Saturday, May 14, 2011:**

3:30pm-5:00pm - Phoenix Coffee (West 9th St.) - Sign up, donate and sip up on some coffee!

5:30pm-7:00pm- Edgewater Park (Memorial Shoreway) - Umami Moto & Tasty Treat Food trucks, coffee contest voting



7:30pm-9:00pm - Root Cafe (15118 Detroit Ave.) - Relax, enjoy, coffee and friends

9:30pm-10:30pm - Beer Engine (15315 Madison Ave.) - Good burgers & great beer!

11:00pm-2:00am - XYZ the tavern (6419 Detroit Ave.) - Detroit Shoreway's newest sensation

###

**Media Contact**

Sarah Wilson Jones

[Sarah@PhoenixCoffee.com](mailto:Sarah@PhoenixCoffee.com)

Tel: (216) 870-7669

**About Phoenix Coffee:** Roasting artisan coffee in Cleveland, Ohio for over twenty years. We have five coffee sanctuaries around the city, and a roastery in the heart of downtown. We see it as our job to champion the cause of great coffee here in Cleveland, and to build coffee culture and community in the process

**About Crank-Set Rides:** A community-driven bicycle organization that raises biking awareness through themed bike rides while simultaneously building and giving back to the community.

[www.phoenixcoffee.com](http://www.phoenixcoffee.com)  
[Twitter: @PhoenixCoffeeCo](https://twitter.com/PhoenixCoffeeCo)  
[Facebook: Phoenix Coffee](https://www.facebook.com/PhoenixCoffee)