



MEDIA ADVISORY

For Immediate Release

July 9, 2009

Cycle the Burrard Bridge's new bike lane on July 13th to the MUSEUM OF VANCOUVER'S BIKE-IN MOVIE

The Museum of Vancouver (MOV) presents a **free outdoor Bike-In Movie** (cycling's answer to the drive-in) on the lawn behind the MOV in Vanier Park at **9pm on Monday, July 13th** -- the same day that the Burrard Bridge bike lane trial launches.

The public is encouraged to cycle, walk, or bus it to this outdoor, family-friendly cinematic event. Admission is free. Donations are appreciated. Opening remarks to start at 9:00pm, followed by the movie at 9:15pm. Guests are encouraged to bring their own blankets and snacks.

The cycling-themed film "***The Triplets of Belleville***", which received two Academy Award nominations in 2004 for Best Animated Feature Film and Best Song "Belleville Rendez-vous," will be projected on to a jumbo inflated outdoor screen (freshaircinema.ca).

Possible Visuals:

- Cyclists celebrating the first day of the bike lane trial;
- The social and community-building benefits of cycling and cycling-related activities;
- Vancouverites and visitors celebrating this city by enjoying an evening event in scenic Vanier Park set against a spectacular vista of ocean, city skyline, and mountains.

The Bike-In Movie is presented in association with the MOV's current feature exhibition, ***Velo-City: Vancouver & the Bicycle Revolution***, on now thru September 7th, 2009.

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Museum of Vancouver (MOV) creates Vancouver-focused exhibitions and programs which encourage dynamic conversations about what was, is, and can be Vancouver. Permanent exhibits tell the city's stories from the early 1900s to the late '70s and are complemented by contemporary, groundbreaking feature exhibits.

Velo-City: Vancouver & the Bicycle Revolution June 4th to September 7th, 2009

A quiet human-powered revolution is gaining momentum in our city. Vancouver is becoming a Velo-City, a city of cyclists, united by the simple pleasure of experiencing Vancouver by bicycle.