



Media Information, 16 June 2009, Civia
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MEDIA RELEASE

Civia to Introduce the New Loring Bicycle at Upcoming Hub Bicycle Co-op Fundraiser *Benefit Party Dedicated to International Bike Development*

Civia will unveil the Loring, a stylish new utility bike, during a benefit hosted by the Hub Bicycle Co-op in Minneapolis. The event, which will raise funds for organizations promoting bicycle use in developing countries, will be held at the Hub's Cedar Avenue location from 7–10 pm on Saturday June 27th. The Loring will be available in stores in early July.

For a \$20.00 ticket, attendees receive wine, passed hors d'oeuvres by Fabulous Catering, live music from local artists Keston and Westdal, films and a chance to win a Loring of their own. Proceeds from the party will go to three international organizations: Project Rwanda, World Bicycle Relief, and CACITA, a community center in Oaxaca, Mexico where volunteers build solar- and bicycle-powered tools and machinery to promote sustainability and technological independence.

“CACITA is self-sustaining—they rarely solicit donations,” explained Hub bike buyer Chris Huff. “Right now they have the opportunity to purchase the lot adjacent to their building, but the down payment deadline is fast approaching, which is why they need our help.” The extra space will double CACITA's current lot size, enabling them to build housing for volunteers and increase their manufacturing capacity.

“We're excited to be involved in such a great event,” said Civia brand manager Scott Thayer. “These organizations show us what's possible: that the bicycle can be a powerful, far-reaching tool for change, socially, economically and environmentally.”

For more information, visit The Hub's website at <http://thehubbikecoop.org>.

About Civia Cycles

Devoted to transportation, Civia bikes are designed and engineered in Minnesota for the nation's widely varied roadways and terrain. We design our bikes from the ground up, studying every aspect of commuting, hauling and trekking. Then we create forms to fit function and select the best materials for the job. The result is a bicycle like no other—a machine tailored to the needs of people who live on the go, on the road, on their bikes. Visit Civia in Bloomington, MN, or online at www.civiacycles.com.

About The Hub Bicycle Co-op

The Hub is the only worker owned and run bike shop in the Twin Cities. Their focus is to provide excellent products and services for all types of bikes and all types of people. Five percent of all profits support the community and environment through their People and the Planet Fund. Find them at one of their two locations: 301 Cedar Ave S and 3020 Minnehaha Ave S, or visit them online at thehubbikecoop.org.

About CACITA

In English, CACITA stands for Autonomous Center for the Intercultural Creation of Appropriate Technologies. A self-sustaining project, CACITA develops and produces tools and machinery—much of which is solar- or bicycle-powered—such as solar ovens, dry compost bathrooms, humanure and worm compost, rain water collection, natural filtration, bike-powered pumping systems, bike-powered electrical generators and more. Located in the suburbs of Oaxaca, CACITA is devoted to teaching sustainable practices, helping community members use their own skills and resources to encourage coexistence without codependence and a respectful relationship with the earth.

About World Bicycle Relief

Simple, sustainable transportation is an essential element in disaster assistance and poverty relief. Bicycles fulfill basic needs by providing access to health care, education and economic development. Bicycles empower individuals, their families, and their communities. The mission of World Bicycle Relief is to provide access to independence and livelihood through the power of bicycles. World Bicycle Relief specializes in large-scale, comprehensive bicycle programs by providing supply chain management, technical knowledge and logistical expertise. Learn more at www.worldbicyclerelief.org.

About Project Rwanda

Project Rwanda is committed to furthering the economic development of Rwanda through initiatives based on the bicycle as a tool and symbol of hope. Their goal is to use the bike to boost the Rwandan economy as well as re-brand Rwanda as a beautiful and safe place to do business freely. Get involved at projectrwanda.org.

About Keston and Westdal

As well as being composers and producers Keston and Westdal are also accomplished musicians and performers. Stylistically, Keston and Westdal focus on carefully evolving their compositions, layering them with contagious melodic themes and lush harmony. This duo has been consistently producing and performing original work since 1999. Visit them online at www.uneartedmusic.com.

About Fabulous Catering

Fabulous Catering provides a beautiful and stunning food experience for their clients, with emphasis on quality, professional service and the freshest available ingredients. In keeping with the Italian and Japanese traditions of food preparation, they believe that the freshest ingredients need little manipulation in order to make them extraordinary. When food is seasonal and of exceptional quality, the raw product can speak for itself—we present these hand-crafted foods simply and classically. www.fabulouscatering.com