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FOR IMMEDIATE RELEASE

HERITAGE EXPLORER BIKE TOUR REGISTRATION DEADLINE EXTENDED TO MAY 14
First 150 Children Registered Will Receive A Free Bike Helmet

Scranton, PA (April 30, 2010) – Organizers of the Heritage Explorer Bike Tour announce that the deadline for pre-registration for the event has been extended to Friday, May 14, 2010. Pre-registration for the Bike Tour includes discount on ticket prices, as well as an opportunity to receive a complimentary children's bike helmet. Now is the time to sign up your family or team for the Heritage Explorer Bike Tour and include the kids!

Presented by the Lackawanna Heritage Valley Authority and Leadership Lackawanna, the inaugural Heritage Explorer Bike Tour will be held on Saturday, June 5, 2010. The Bike Tour is a non-competitive, family-friendly bike ride for cyclists of every age and skill level. The event is open to all riders, and it offers four routes at 5, 10, 20, and 40+ miles. Each route is a loop that begins and ends at Mellow Park in Peckville, PA.

The shorter routes on the Bike Tour are perfect for beginners, seniors, and families with children. The longer routes will suit intermediate and experienced cyclists. The 5-mile tour will use the Lackawanna River Heritage Trail exclusively, while the longer tours will travel on a mix of rail-trails and roads through the communities along the Lackawanna River. All on-road portions of the Bike Tour will have a designated lane for cyclists. Volunteers will assist with traffic control to ensure the safety of the Bike Tour participants.

The Bike Tour will feature rest stops on each route showcasing Northeastern Pennsylvania's coal mining and railroading history, as well as its beautiful natural resources. Registered participants will enjoy continental breakfast before the ride, water and snacks at the rest stops, and a light lunch at Mellow Park following the Bike Tour's completion. In addition, cyclists will have the opportunity to paint on a signature Heart to Art mural commemorating the Heritage Explorer Bike Tour.

As a special bonus, the first 150 children ages 12 and under registered for the event will receive a free bike helmet compliments of sponsors Munley, Munley & Cartwright, PC, the Foley Law Firm, and the NEPA Trauma Center at Community Medical Center.

The Bike Tour excitement starts the night before on Friday, June 4, at the Electric City Trolley Museum in downtown Scranton. Pre-registered participants can stop by to pick up their event packets, and new participants can sign up at the registration table. The Heart to Art mural will be available for everyone to paint. The evening features a special Kick-Off Party that includes a variety of raffle prizes, live entertainment, specialty foods, and beverages. There is a suggested \$15 per person donation for the event.

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The Heritage Explorer Bike Tour is a project of the Leadership Lackawanna Class of 2009-2010. All proceeds from the Bike Tour will fund the ongoing development of the Lackawanna River Heritage Trail.

For registration forms, maps, and more information, visit www.HeritageExplorer.org/biketour, or contact Michael Ferguson at mfergu@allied-services.org or (570) 341-4578, or Christine Buckery at cbuckery@johnson.edu or (570) 702-8950.

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The Lackawanna Heritage Valley Authority (LHVA) is a State and National Heritage Area that works with partners on a variety of projects that conserve, preserve, and educate the public about the region's historic, cultural, economic, and natural resources. The Lackawanna River Heritage Trail is LHVA's signature project, and it involves a regional partnership of municipalities, nonprofit organizations, government agencies, and dedicated individuals. For general information, visit www.LHVA.org or call (570) 963-6730 ext.8200.

Leadership Lackawanna is a community education and leadership development program that fosters the development of community leaders by providing participants with leadership skills and an enhanced understanding of the issues relevant to the greater Scranton area through various monthly sessions. For information, visit www.leadershiplackawanna.com.