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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Bike Wisconsin 2008 Tours to include new Northwoods Route

Madison, WI December 4, 2007 – Bike Wisconsin has announced its 2008 dates for the GRABAAWR, Bike Northwoods and SAGBRAW bicycle tours, and will introduce a new northwest route for the Bike Northwoods tour.

GRABAAWR (**GR**eat **AN**nual **B**icycle **A**dventure **A**long the **W**isconsin **R**iver) is scheduled to take place June 21-28, starting in Eagle River and ending in Prairie du Chien. The overnight communities for 2008 include Rhinelander, Merrill, Stevens Point, Adams-Friendship, Baraboo and Richland Center. GRABAAWR is an unforgettable week of bicycling that brings a challenge with every pedal stroke and a smile with each accomplishment.

The Bike Northwoods Tour takes place July 5-11 and celebrates its 10th anniversary with a new route in the northwest. This week-long bicycling adventure starts in Ashland and journeys through the Chequamegon National Forest before ending along the Mississippi River north of La Crosse. The overnight communities for 2008 include Drummond, Hayward, Rice Lake, Menomonie and Pepin. You'll meet the friendliest people, from helpful staff to fun cycling partners, while enjoying this exclusive Wisconsin northwoods experience.

SAGBRAW (**S**chramm's **A**nnual **GR**eat **B**icycle **R**ide **A**cross **W**isconsin) is Wisconsin's oldest cross-state bicycle tour and enters its 31st year with a west to east route starting in La Crosse and ending in Kewaskum. From July 27-August 2, enjoy an excursion at your own pace as you visit our overnight communities of Tomah, Mauston, Baraboo and Waupun. This family-friendly and fully-supported tour features a layover day in Baraboo, allowing folks to explore the numerous opportunities of entertainment in the surrounding area, from a day at the Wisconsin Dells to an evening at the Sunnyside Theatre.

A vacation by bicycle is like no other and we at Bike Wisconsin organize fun tours in beautiful places for people of all ages and abilities. Whether you are new to bicycle touring or are a seasoned veteran, we have a tour for you. All tours are designed "by cyclists for cyclists", with a commitment to support our host communities and promote the fun, fitness, adventure and great times available to you when riding a bicycle.

Come enjoy a "vacation on your bike". For more information, contact Becky Afonso at 608-843-8412 or email at Becky@bikewisconsin.com