



PO Box 3142, Madison, WI 53704
Tel: 608.843.8412 Fax: 608.441.5085
Email: info@bikewisconsin.com
www.bikewisconsin.com

Bike Wisconsin and beyond...

PRESS RELEASE

February 2, 2007

Contact: Becky Afonso, 608-843-8412

Wisconsin's Oldest Cross-State Bike Tour Turns 30 This Year

This summer, the infamous SAGBRAW (Schramm's Great Annual Bike Ride Across Wisconsin) Bike Tour will celebrate 30 years of fantastic bike riding in Wisconsin in 2007. Begun by the Milwaukee Journal Sentinel in 1976, the bike ride has led cyclists in a zigzag of adventures around the state over the past three decades. "For the ride's 30th birthday this year", says Tour Director Eric Schramm of Two Bicycles and A Map, Ltd., "we will be returning to the hugely popular Door County route." The fun will begin in the quaint lakeside town of Sturgeon Bay and follow Lake Michigan's picturesque shoreline to Port Washington. The bike tour will feature catered meals, friendly welcomes by communities on the route, and a festival atmosphere complete with music, entertainment, giveaways, contests and lots of fun.

Two Bicycles and A Map, Ltd., is also leading two additional scenic bike tours of Wisconsin.

GRABAAWR (Great Annual Bicycle Adventure Along the Wisconsin River), is the state's second oldest weeklong bike tour, and follows the 427-mile length of the WI River to its union with the Mississippi.

And Bike Northwoods, a small, friendly tour that winds through the Northwoods of Wisconsin to the beautiful Apostle Islands National Seashore.

For more information see www.bikewisconsin.com or contact 608-843-8412 or info@bikewisconsin.com