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## **PEDRO'S MOUNTAIN BIKE FESTIVAL**

**July 28-30, 2006**

**Lanesborough, Mass.**

### **FOR IMMEDIATE RELEASE**

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Pedro's to Renew its Environmental Vows at Festival

**LANESBOROUGH, Mass.** - When two Boston-area college students founded Pedro's in the 1980s, they endeavored to make environmentally friendly bike lubes and products. Since then the company has grown and changed dramatically with much attention given to its annual mountain bike festival in the Berkshires.

"Change is good," said Christopher Zigmont, named general manager of Pedro's in February. "But I feel we need to remind ourselves and our customers of those founding principles. We are doubling our efforts in our product research, our manufacturing, our packaging, and our promotions to create a sustainable company that is eco-effective."

For starters the 12<sup>th</sup> Annual Pedrosfest will work to become a "Global Cooling" event. "We're working with Clif Bar, who has done this to great effect in other events, to soften our impact of our event," said Richard Fries, marketing and communications director. "Through planting of seedlings at the festival site, purchasing sustainable energy credits, and fostering other initiatives, the festival will work to actually have a negative energy impact on the planet."

"We believe one of the best things you can do to give our species a chance on this planet is to ride a bike," said Zigmont, who turned down a cash-paying sponsorship from an SUV manufacturer for the festival. "But we also have to look at what impact we make."

Pedro's will showcase a sampling of some of its new products for 2007 at the festival.

The 12<sup>th</sup> annual Pedro's Mountain Bike Festival will be held June 28-30, 2006, in Lanesborough, Mass. Set in the Berkshire Mountains, this non-competitive cycling event offers three days of camping and outdoor activities for cyclists of all ages, skill levels, and styles. The festival also features music, outdoor movies, a kid's carnival, food, a massive bike expo, and family fun. For more information, visit [www.pedrosfest.com](http://www.pedrosfest.com) or call 518.641.9110.

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