



FOR IMMEDIATE RELEASE

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**Cross Culture Arts Festival Celebrates Bike Art and Culture During the 2010
USA Cycling Cyclocross National Championships in Bend, Oregon**

(BEND, Ore.)—What does a pulse-pounding, adrenaline-fueled national championship bike race have in common with the arts?

Quite a lot, thanks to the second annual “Cross Culture: Bike + Art Love Festival” scheduled as part of the 2010 USA Cycling Cyclocross National Championships in Bend this December.

Sponsored by Visit Bend and produced by Cross Culture founder and Bend resident Cassondra Schindler, the Cross Culture Arts Festival will take place December 9-11, 2010 at various locations throughout Bend.

“This is the second year we’ve partnered with Cross Culture to showcase Bend’s vibrant arts community to visitors from across the country,” said Visit Bend CEO Doug La Placa. “The Cross Culture Arts Festival is an opportunity to introduce Oregon artists to a national audience at one of the most prestigious cycling events in the nation. There’s so much amazing creativity associated with bike culture, and we’re honored to be part of sharing it.”

The event will kick off with a storytelling forum called Spoke-N-Word. Storytelling begins at 8:30 p.m. on Thursday, December 9 at Portello Wine Bar + Café in Bend’s NorthWest Crossing neighborhood.

Festivities continue Friday, December 10 with a downtown community art walk featuring photography, painting, handmade bikes, zines, film, and live music. The art walk will also include ARTCRANK, an international show of bicycle-inspired artwork.

"I am one of many local cyclists thrilled about Bend's ongoing relationship with USA Cycling," said Cross Culture founder and producer Cassandra Schindler.

"Incorporating a community-wide arts celebration into Cyclocross Nationals makes sense on many levels. Not only does Cross Culture showcase local and regional creative talents, but it also honors organizations and businesses with vision and commitment to a sustainable future for our community."

The Cross Culture Arts Festival was made possible by a consortium of local individuals and organizations; lead by Cassandra Schindler and Visit Bend, and supported by Arts Central, Nature of Words, PoetHouse, Commute Options and Bend Community Bike Shed.

For more information about the Art Festival, visit www.bendlovesbikes.com.

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor's Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit www.visitbend.com.

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