

**FOR IMMEDIATE RELEASE: April 22, 2022**



**22<sup>nd</sup> Annual Bike Film Festival hosted by Sacramento Area Bike Advocates celebrates the arts and bicycling, SABA promotes May is Bike Month**

- **Bicycle Film Festival is an international phenomenon**
- **Film attendees have the option to view locally or virtually**
- **SABA invites the community to enjoy film, food, music, and the May is Bike Month Challenge**
- **BFF has held events in 90 cities worldwide to an accumulated audience of over 1 million people**

**Sacramento, CA, April 22, 2022:** Sacramento Area Bike Advocates (SABA) invites the Sacramento community to attend the 22<sup>nd</sup> Annual Bicycle Film Festival (BFF) on May 7<sup>th</sup> & 8<sup>th</sup> at the Twin Rivers Cider, Sacramento. Those who are unable to attend may still view the film festival virtually. The pre-event celebration starts with a bike ride in the morning to the film event with an all-day engaging agenda of fun, film, food, and music by Hard Luck Daddy's. The second day of the event includes the continuation of the Mother's Day Brunch and activities for children. Sponsors of the event include – Sacramento TMA, Caltrans, Balanced Body, Sacramento Regional Transit, Practical Quality Services, Weintraub Tobin, and SABA.

The Bicycle Film Festival was created when the founder, Brendt Barbur, was struck by a bus in New York City when he was riding his bike. His mission was to take this crash and turn "his negative experience into a positive one."

"In 2001, Barbur started the Bicycle Film Festival as a platform to celebrate the bicycle through music, art, and, of course, film. The Bicycle Film Festival has been a major catalyst for the urban bike movement, one of the most powerful and culturally relevant forces of the last decade." – BFF

SABA acknowledges the importance of bike safety and the significance of bicycle infrastructure, so cyclists have safe routes when riding on the roadways. Deb Banks, Executive Director of SABA states that "Sacramento has the potential to be the best cycling city in California, and while we've made progress, there's plenty still to do. We believe in the power of the bicycle and its potential to both change people's lives and the world."

The event coincides with May is Bike Month, a regional event for individuals, teams, and workplaces from across the Sacramento Region. May is Bike Month celebrates bicycling as a form of transportation, while encouraging riders of all levels to join in for some friendly competition, chances to win prizes, and to help make the Sacramento Region a cleaner and greener place.

The May is Bike Month Challenge is open to any and all residents of the Sacramento Region, or anyone who works in the area, and is free to take part. **It kicks off on May 1<sup>st</sup> and runs until May 31<sup>st</sup>.** Registration is free and now open at [MayisBikeMonth.com](http://MayisBikeMonth.com)

For more information and/or to purchase tickets for the Bike Film Festival go to [bikefilmfestival.com](http://bikefilmfestival.com). Visit the BFF Sacramento trailer at [vimeo.com/669886026](https://vimeo.com/669886026).

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## **Contact details for further information, interviews, or quotes**

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## **Notes to editors:**

- **SABA is inviting everyone to rediscover the joys of biking through the May is Bike Month Challenge.**
- **SABA's mission - by working to make it safe and convenient for more people to take more trips by bike, we're helping make the Sacramento region a cleaner, healthier, happier place to live and work.**
- **SABA's advocacy includes improving bike infrastructure which makes our streets safer. Turn community events into bikable destinations through our Bike Valet program. Help businesses become bike-friendly by providing support for businesses. Connect bike donors with people needing bikes through BikeMatchSac.**
- **BFF Sacramento presents a short film program that appeals to a wide audience from film connoisseurs to avid cyclists and everyone in between. This Mother's Day weekend, see an inspirational, and raw glimpse into the lives of people touched by the bicycle: A tribute to Ukraine through bicycles, A bike park shuts its doors to boys for one day: Girls Only, The 1936 story of Nora Young, one of the first few female cyclists to compete in the men's world of Six-Day velodrome bike racing.**