



## NORTHFIELD CONVENTION & VISITORS BUREAU

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### **2018 Bike MS: Ride Across Minnesota will stop in Northfield, July 16**

NORTHFIELD, Minn. (May 29, 2018) – Bike MS: Ride Across Minnesota (formerly known as TRAM), a five-day, 280 mile bicycle ride traveling through the picturesque scenery of central Minnesota will be rolling through Northfield on July 16, 2018. In 2017, the riders raised over \$640,000 which helps fund critical services, groundbreaking research that will help end MS (Multiple Sclerosis).

The event will include over 500 riders and around 100 support staff, who will be arriving in Northfield between 11:00 AM and 3:00 PM. Riders have the option of camping at our designated “camp ground” space located at Bridgewater Elementary School, or staying at one of our seven lodging properties throughout Northfield. An info booth, first aid tent, cell phone charging station, lunchtime food vendors and shower truck will all be located at Bridgewater Elementary.

Shuttles will be provided so that riders can come and experience our historic downtown. “It’s going to be a very busy Monday in town” said Lisa Peterson, director of tourism for Visit Northfield. “Carleton College is hosting around 170 attendees at their annual STAFF (Sharing The Annual Fund Fundamentals) conference, and we are expecting an additional 600 or so Bike MS riders. Our plan is to bus everyone downtown and let them do what they want to do, which is experience our city. Riders can dine at any one of our great restaurants, visit our shops and enjoy live music throughout downtown.”

There are two bank raid re-enactments planned at 7:00 PM and 7:45 PM for attendees of both events to watch. In addition to that, the Defeat of Jesse James Days committee is planning a spaghetti feed at the Eagles Club, which should alleviate some of the congestion at local restaurants. “Be prepared to be busy that evening” states Peterson. “According to the MS Society, each participant in the ride spends on average around \$43 in each host city – which equals a little over \$25,000. We are their first stop, so they will be excited and ready to have a good time” she added.

For more information on Bike MS: Ride Across Minnesota please visit their website:

[http://main.nationalmssociety.org/site/TR/Bike/MNMBikeEvents?pg=entry&fr\\_id=29922](http://main.nationalmssociety.org/site/TR/Bike/MNMBikeEvents?pg=entry&fr_id=29922)

If you’d like riders to know about an event/sale/special at your business that day/evening or to volunteer to help, please call the Chamber at 507-645-5604 or contact Lisa Peterson at [lisa@visitingnorthfield.com](mailto:lisa@visitingnorthfield.com).

**ABOUT THE NORTHFIELD CVB:** The Northfield Convention & Visitors Bureau (CVB) is the official destination marketing organization for the city and serves to favorably impact Northfield’s economy through conventions and tourism. The Northfield CVB serves as the first point of contact for meeting planners, sports tournament directors, tour operators, special event planners, and leisure travelers. The CVB staff assists groups with site selection, group accommodations and meeting preparation, provides sports tourism information, and markets the region to travelers in order to increase overnight visitation and spending.