



FOR IMMEDIATE RELEASE

Helena, Montana

May 24, 2013

The Helena Tourism Alliance has launched its new website, BikeHelena.com ([www.bikehelena.com](http://www.bikehelena.com)) this week. Bike Helena is a website and brand to promote all things cycling in Helena, Montana.

BikeHelena.com is designed to be a clearinghouse for any and all cycling information in Helena, which is helpful for locals and visitors alike. BikeHelena.com features trail maps, ride suggestions, trail reports, events, bike rentals, bike shops, bike clubs/teams, weather information, blogs, videos, local and statewide cycling advocacy groups, tips on where to eat and drink in Helena, and the ability to book local hotels.

The Bike Helena brand sponsors local and regional biking events to help spread the word about biking in Helena. As part of a sponsorship, races are offered complementary Bike Helena gear and help from Bike Helena staff with marketing their event to a local, statewide, or national audience.

Helena, Montana is one of the premier Mountain Biking destinations in America and BikeHelena.com is designed to make riding our extensive trail network as user friendly as possible.

For more information on Bike Helena and BikeHelena.com, Please contact Pat Doyle, Community Outreach Director, Helena Tourism Alliance, [pdoyle@helenamt.com](mailto:pdoyle@helenamt.com), 406-449-2107

Website: <http://www.bikehelena.com/>

Facebook: <https://www.facebook.com/BikeHelena> Twitter: <https://twitter.com/BikeHelena>

