



JUNE 3, 2014

**For Immediate Release:**

122 Mile TOUR DE LAEMMLE

Celebrates opening of the NOHO 7 BIKE CORRAL

on June 21 with Free Movies and

Giveaway of a TERN Eclipse X20 "PIRATE NINJA"

Folding, Commuter Bicycle (\$2200 retail)

**When:**

- SATURDAY, JUNE 21, 2014, 6am-7:45pm.

- 2pm Ribbon-Cutting ceremony at Laemmle's NoHo 7 in North Hollywood with L.A. Councilman and Metro Board Member PAUL KREKORIAN.

**What:** In honor of the chain's first "Bike Corral" parking, Laemmle Theatres president Greg Laemmle is touring all seven of his theater locations on his bike in one day! The public is welcome to join for all or any leg of the 122-mile circuit.

**Where:** ALL 7 Laemmle Theatre Locations

**Registration:** L.A. cyclists are encouraged to "Ride with Greg!" Registration is free and includes refreshments at each theatre stop. Register in advance at [www.Laemmle.com/Tour](http://www.Laemmle.com/Tour) or on the day of the event at any Laemmle Theatre.

**Bonus:** Free screenings at select theatres, sweepstakes, and more!

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**Sponsors:** O.N.E. Coconut Water, KIND HEALTHY SNACKS

**Materials:** Images, quotes, and interview opportunities available upon request.

**Story:**

L.A.'s premiere destination for independent film, LAEMMLE THEATRES, is excited to announce the first-ever TOUR DE LAEMMLE. Theatre owner and cycling advocate GREG LAEMMLE will be riding his TERN commuter bicycle (aka, "The Pirate Ninja") to all seven Laemmle locations SATURDAY, JUNE 21. And he's inviting the public to pedal with him!

The TOUR is FREE to all participants. Riders may join Greg for the entire route, which starts at the ROYAL THEATRE in West L.A. at 6am, or for one or more of the ensuing legs. The full circuit (which returns to the Royal in the early evening) will cover 122 miles throughout the L.A. region including Santa Monica, Claremont, Beverly Hills and Encino at its most outward points. See below for more route details.

Greg will be GIVING AWAY his "Pirate Ninja" bicycle to the grand prize winner of the TOUR SWEEPSTAKES! (see details below). In addition, the FIRST 50 people who register for the Tour at [www.Laemmle.com/Tour](http://www.Laemmle.com/Tour) will receive a FREE Laemmle 75th Anniversary T-SHIRT. Plus, ALL REGISTRANTS will receive a FREE Laemmle History Book, which commemorates three-generations of family ownership and a 75-year legacy of contributing to cultural life of Los Angeles.

At each theatre stop, cyclists can refuel with refreshments provided by the theatre and from the Tour's sponsors including KIND BAR, O.N.E. COCONUT WATER, and others TBD.

The Tour celebrates the launch of Laemmle's first BIKE CORRAL. The corral is part of a pilot program by the Los Angeles Department of Transportation (LADOT) Bike Program, where the City partners with a local business to provide on-street bicycle parking. The corral will be installed on LANKERSHIM BLVD. near the entrance of the NOHO 7, the chain's acclaimed venue in the heart of the North Hollywood Arts District. Joining us for the ribbon-cutting ceremony will be L.A. Councilman and Metro Board Member PAUL KREKORIAN.

This new bike parking in combination with close proximity to the North Hollywood Metro station (just up the street), puts NoHo 7 on the cutting edge of accessibility for Angeleno movie-goers. Further, it underscores Laemmle's commitment (via its business operations and charitable foundation) to give back to its patrons and make L.A. truly a more livable and sustainable place for all residents.

The first 200 cyclists who use the new corral will receive a \$2 DISCOUNT for any regularly priced NoHo 7 movie ticket AND will receive a FREE HEALTHY TREAT courtesy of KIND BAR.

In addition, one lucky person who enters the Tour de Laemmle Sweepstakes will pedal away with the top prize - the very same, high-end, Eclipse X20 TERN folding bicycle Greg will be riding that day! Known as the "PIRATE NINJA" this is one of TERN's top-end models. It lists new at \$2200! This particular bike was recently given to Greg to use for CLIMATE RIDE 2104 ([www.ClimateRide.org](http://www.ClimateRide.org)), a four-day, 250-mile charity ride in Northern California which took place last month. Other

sweepstakes prizes include Laemmle 75TH ANNIVERSARY merchandise, MOVIE PASSES, and more!

## **TOUR SCHEDULE**

**NOTE:** Departure times below are estimated. Please refer to the web page at [www.Laemml.com/Tour](http://www.Laemml.com/Tour) for official schedule.

**LEG 1** - 6:00am - Official start at ROYAL Theatre (West L.A.)

**LEG 2** - 6:20am - Departure from MUSIC HALL (Beverly Hills)

**LEG 3** - 10:00am - Departure from CLAREMONT 5 (Claremont)

**LEG 4** - 12:00pm - Departure from PLAYHOUSE 7 (Pasadena)

**CEREMONY** - 2:00pm - Ribbon-cutting ceremony for NOHO 7 Bike Corral (North Hollywood) with PAUL KREKORIAN

**LEG 5** - 3:00pm - Departure from NoHo 7

**LEG 6** - 5:00pm - Departure from TOWN CENTER 5 (Encino)

**LEG 7** - 7:00pm - Departure from MONICA FILM CENTRE (Santa Monica)

**ARRIVAL** - 7:25pm - Back at ROYAL Theatre

**END** - 7:45pm - Official close of Tour

## **FREE MOVIE SCREENINGS**

For non-cyclists wishing to participate in Tour de Laemmle, the company is offering two free, BICYCLE THEMED MOVIE SCREENINGS open to the general public. These will include the cycling classic "BREAKING AWAY", and the much loved "PEE WEE'S BIG ADVENTURE". Both films are family friendly. Screenings will take place the morning of the Tour at both the Claremont 5 and NoHo 7 theaters. The latter will be timed so that those attending the screening can also be present for the Bike Corral Ribbon Cutting just after the movie lets out. More details TBD.

## **PARTNERSHIP WITH L.A. RIVER RIDE**

The Tour de Laemmle occurs one day prior to the LACBC's (Los Angeles County Bicycle Coalition) annual L.A. RIVER RIDE. L.A. River Riders are encouraged to use one or more legs of Tour de Laemmle as a tune-up. Greg Laemmle, who is a board member of LACBC, will himself be riding the next day. Moreover, Greg just returned from captaining TEAM LACBC at the recent CLIMATE RIDE CALIFORNIA.

The team raised over \$70,000 for sustainable transit. All who wish to support the GROWTH OF SAFE CYCLING in L.A. are encouraged to donate to Greg's River Ride fundraising campaign. Links are provided on the Tour de Laemmle's registration page -- [www.Laemml.com/Tour](http://www.Laemml.com/Tour)

## **LEG #5**

Per "Advisory" below, Greg will be riding at a relatively fast pace. However, he is inviting more moderately skilled cyclists and families to ride with him on LEG#5 – North Hollywood to Encino (LEG #5). This portion will feature riding along the protected Metro Orange Line Bike path at a significantly reduced speed. Joining him on LEG #5 will be his wife and Laemmle Foundation Board Member, TISH LAEMMLE, and his father BOB LAEMMLE, who is the second-generation owner of Laemmle Theatres. LEG #5 departs from the NoHo 7 Theatre at 3:00pm.

## **ADVISORY**

Tour de Laemmle is not a "supported ride". Riders ride at their own risk. With the exception of LEG #5 (North Hollywood to Encino), it is recommended for experienced riders only! For those wanting to keep up with Greg, he will be riding at an approx. 15mph clip and will NOT be stopping between theaters.

## **WHAT IS PROVIDED**

- Route Slips & Departure Schedule
- Registration Perks (see above)
- Theatre Refreshments and Edible Treats provided by our sponsors (at all stops EXCEPT Beverly Hills & Santa Monica).
- Free Movie Screenings (per above)

## **WHAT IS NOT PROVIDED**

- Route Markers
- Official pit stops other than theatre venues.
- Repair or maintenance services.
- SAG or other transportation services.

## **RESOURCES**

Registration & Details: [www.Laemmle.com/Tour](http://www.Laemmle.com/Tour)

Tour Sweepstakes: [www.Laemmle.com/Ninja](http://www.Laemmle.com/Ninja)

## **A WORD FROM GREG LAEMMLE**

'The Tour de Laemmle is a great opportunity for L.A. cyclists and the general public to support sustainable transit in our city. With measures like the new corral at NoHo 7 and situating new theaters adjacent to public transport, we're hoping to

make it easier for movie-goers to get out of their cars and make healthier, more cost-efficient transportation choices. I personally look forward to riding and celebrating with you Sat. June 21!”

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Laemmle Theatres was founded in 1938 by brothers Max and Kurt Laemmle when they took over the operation of two theaters, the Franklin and the Park, in the Highland Park neighborhood of Los Angeles. The chain currently operates seven locations, including the recently opened NoHo 7 in North Hollywood and the redeveloped flagship venue, the Royal in West L.A. The company hopes to break ground in 2014 on a new location in Glendale that will combine a 5-screen movie theatre with ground floor retail/ restaurant space and 42 units of loft housing.