



Slow Food Cycle Sunday

FOR IMMEDIATE RELEASE

LOCAL FLAVOUR SET TO INFUSE 3RD ANNUAL SLOW FOOD CYCLE SUNDAY

Pemberton's signature agritourism event set for August 19, dishing up something for everyone

July 30, 2007 – Pemberton, BC –

The basic ingredients for Pemberton's annual Slow Food Cycle event remain the same as it goes into its third year, with easy biking, farm-gates thrown wide, a natural buffet to sample from, and a promise to engage all the senses with the reverse Farmers Market that sees people pedal up to 50km in round-trip to explore nearly 15 different local farms.

Like any good recipe, the simple stick-to-your-ribs nature of the event has inspired groups as varied as the Ministry of Agriculture (their spin-off the event, Slow Food Cycle Agassiz will take place the following weekend), AWARE (who will host a carbon-free farm tour and working bee this week), VANOC (whose August 18 Community Day will focus on sustainability, with an emphasis on the Slow Food Cycle, and special advance copies of the Slow Food Cycle Almanac available) and the BC Lung Association (who are looking at using the August 19 event as a training ride for members, in the lead-up to their September bike-ride fundraiser.)

Organisers promise, though, that the August 19 Cycle will smack of unique tastes again this year, inevitably inspired by the unique "terroir" of Pemberton. "It's true local flavour. Every person who takes part adds something to the mix, from the growers who are really the meat and potatoes of the event, to all the other people in the community who inject their own spice and flair," says Lisa Richardson, offering up some highlights to be expected at this year's event.

- LU Prints, now regulars at the Whistler Farmers Market, with their funky screenprinted linens, will be set up at Coffee Paula's, alongside potter Meg Gallup and baker Lisa Picard. The team behind LU Prints, Lisa Komuro and Ulla Clark, have thrown their creative juices into the event, designing and printing this year's t-shirts and grocery totes. (Funds raised from the sales of these items contribute to the organization expenses of the event, and help keep it free for all participants.) The limited edition totes, made of sturdy 100% organic hemp, are selling for \$15 and currently available at the Pemberton Library. People interested in ordering them can email slowfoodcycle@gmail.com.

- The Pemberton Arts Council will kick off the Slow Food Cycle weekend with the Art Barn Gallery Opening, an outdoor art show on Saturday 18th August at the Art Barn on Aster Street in downtown Pemberton.
- The Pemberton Library is jumping on the haywagon of local eating with enthusiasm, hosting the best-selling authors of the 100 Mile Diet, JB MacKinnon and Alisa Smith, at the Library for a free reading that promises to offer inspiring food for thought. 9am, Sunday August 19, at the Pemberton Library, at the Community Centre – the perfect opening for the Slow Food Cycle.
- Whistler Blackcomb’s Envirofund is again contributing a free bus shuttle from Whistler for riders and their bikes, with limited spaces. Please email slowfoodcycle@gmail.com if you’d like to reserve a seat.
- The Pemberton Centennial Rotary Club will be helping organise parking as visitors arrive in town, and running a shopping shuttle service for participants keen to load up on local produce, potatoes, artwork... The Pemberton Lions Club will be cooking up a storm with their BBQ at Green Road.
- Safety first. Both the RCMP and the Pemberton Search and Rescue crew will be taking part in the event, watching over everyone’s safety.

The website, www.slowfoodcyclesunday.com is being updated with additional details about the event.

“It’s impossible to mention all the people who contribute to this event. But the recent conflict in Pemberton between trail advocates and some farmers just proves how much we need events like this, where we can straddle some of the cultural gaps that exist between rural and urban cultures...” ventures Richardson. “We all have to eat. We all have a need to recreate and enjoy access to a healthy environment. So we have to come together as a community to make sure we’re delivering on these fundamental priorities, and truly value the contributions that everyone is making.”

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For more information, contact

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