

## **FOR IMMEDIATE RELEASE**

October 14, 2016. – (Key West, FL). **Zombie Bike Ride and Family-Friendly Celebration at Fort East Martello Creeping Up**

Calling all zombies: brush off the graveyard dust and break out your wheels— it's time for the world-famous Zombie Bike Ride. WeCycle's 7<sup>th</sup> Annual Zombie Bike Ride is ready to roll on Sunday, October 23, beginning at 2pm with a family-friendly, pre-event celebration at Fort East Martello, a civil war-era fort home to Robert the Doll and stewarded by Key West Art & Historical Society.

Originated by WeCycle owner Evan Haskell and WonderDog Studios Director Marky Pierson, the famed, four-mile, pedaling parade of ghouls on wheels begins with a pre-event celebration at the parade grounds on the far, east side of the Fort, which welcomes zombies of all ages while also weaving in the Latin American "Day of the Dead" festivities which embrace the true spirit of Halloween with a colorful celebration of saints and those since passed. For two years now, the parade's starting point at the Fort has accommodated the rabidly growing number of participants—upwards of several thousands of costumed revelers—while also alleviating traffic congestion.

"The Zombie Bike Ride embodies the creative culture and spirit the Florida Keys are known for," says Key West Art & Historical Society Executive Director Michael Gieda, whose organization is steward to Fort East Martello. "We are happy to support the event by offering the Fort as the event's starting point and family-friendly pre-party."

Activities include DJ M.G. Bell ringing out his groovy beats, live mural painting by 8 local artists, body painting, food vendors, beer and wine, registration prizes and zombie giveaways for those that officially register for the \$5 ride. There will also be a special Kid's Zone under the trees on the parade grounds hosted by Key West Art & Historical Society, featuring Day of the Dead arts and crafts activities and Imagination Playground—giant-sized foam building blocks that allow for open-ended play—for a suggested donation that will go to the The Society's Museums for Youth scholarship fund. The Society is pleased to offer these fun activities for children of all ages; parental supervision is required for all children under age 6.

Event organizers encourage everyone to register for the event, which enters peddlers into special raffle drawings and supports parade costs, including motorcycle police escorts, trash and recycling, permits, and donations to Montessori Children's School and The Key West Art and Historical Society. Beat registration lines the day of the event by registering online at [zombiebikeride.com](http://zombiebikeride.com). Haskell also encourages families to participate in the Ride (with protective helmets for children) and stresses that they do not need to do the entire length of the route, which departs at 6pm from the Fort.

Bike rentals are readily available for delivery from [wecyclekw.com](http://wecyclekw.com) as are event shirts and gear. Please note there will be no parking available for vehicles at the Fort. For more information on the Zombie Bike Ride, call 305. 294.7433 or visit

zombiebikeride.com. To learn more about Key West Art & Historical Society and their many programs for families and youth, visit KWAHS.ORG or call Adele Williams, Director of Education at 305.295.6616 extension 115. *Your museums. Your community. It takes an island.*

IMAGE:

Beginning at 2pm on Sunday, October 23, Fort East Martello is the place for Zombies of all ages to rub elbows – or skeletal remains, respectively, in preparation for the annual Zombie Bike Ride. Key West Art & Historical Society will host a kid-friendly zone especially for junior Zombies. Zombies pictured here, left to right: Titti Myhrberg, Dave Erwin, Marika Smith, Freda Erwin, and skeletal zombie in foreground, Nicolas Smith.

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