



News Release

FOR IMMEDIATE RELEASE

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First in the Country Oregon Scenic Bikeways Program Reaches New Milestone

SALEM, Ore. – May 9, 2013 – The Oregon Parks and Recreation Department (OPRD) and Oregon Tourism Commission (dba Travel Oregon) announce the designation of two new Scenic Bikeways: the Tualatin Valley and Madras Mountain Views. The Oregon State Parks and Recreation Commission formally approved the new designations yesterday in its meeting in Baker City.

The Tualatin Valley Scenic Bikeway features the best of the northern Willamette Valley, from friendly downtowns to fertile farmlands and lush natural areas. Set in the heart of Washington County, the Bikeway covers more than 50 miles one-way, and includes the Banks-Vernonia State Trail.

The Madras Mountain Views Scenic Bikeway is a 30-mile loop on rural country roads with Central Oregon volcanic views, pastoral scenery showcasing basalt palisades above the Deschutes and Crooked Rivers and stunning views of the iconic Cascade peaks of Three Sisters, Mt. Jefferson, Mt. Hood and Three Fingers Jack.

The two new designations bring the number of official state Scenic Bikeways to 11. The Oregon Scenic Bikeways program is the first and only of its kind in the country. Launched in 2005, the program, which now includes more than 790 miles of designated scenic bikeways, is a partnership between Cycle Oregon, Travel Oregon, the Oregon Department of Transportation and OPRD.

According to a recent independent report from Dean Runyan Associates, bicycle travel is an important contributor to Oregon's economy. Riders generated nearly \$400 million in 2012 – supporting 4,630 jobs and representing about 4.4 percent of the direct travel spending in the state. Regionally, riders contributed \$89.1 million into the Portland Metro area, which encompasses the Tualatin Valley Bikeway, and \$75.7 million in Central Oregon, where the Madras Mountains Bikeway is located.

All the information a bicyclist needs to plan their ride can be found on RideOregonRide.com, including a printable map, accommodations and amenities along the route.

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The Oregon Parks and Recreation Department provides and protects outstanding natural, scenic, cultural, historic and recreational sites for enjoyment and education. It served more than 40 million people last year in a system of state parks, historic and natural areas, trails, and other special programs.

The Oregon Tourism Commission, dba Travel Oregon, works to enhance visitors' experience by providing information, resources and trip planning tools that inspire travel and consistently convey the exceptional quality of Oregon. The commission aims to improve Oregonians' quality of life by strengthening economic impacts of the state's \$8.8 billion tourism industry that employs more than 92,000 Oregonians. www.TravelOregon.com

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