



kerry
bicycle

festival | 15th - 23rd Sept, 2012
www.kerrybicyclefestival.org

CYCLING SHORTS

ANNUAL SHORT FILM SCREENING AS PART OF THE KERRY BICYCLE FESTIVAL

CALL FOR SUBMISSIONS 2012

The Kerry Bicycle Festival, currently in its 5th year, seeks submissions of both bike related short films and bike themed art works for this years festival, which takes place from the 15th to the 23rd of September.

Last year, the Cycling Shorts screening was in the lovely surrounds of Blennerville Windmill, and punters were treated to 14 short films from all over the globe, all inspired by, and/or featuring bicycles.

We accept DVDs, and hi res quicktimes in any format. Deadline is the **7TH OF SEPTEMBER**. We are open to approaching film makers that have posted their work on Vimeo or Youtube (or anywhere else) so if you have seen a worthy film online, by all means, send us on the link!

Email film@kerrybicyclefestival.org

Have a flick through this pdf to find out more about the festival or come find us online at www.kerrybicyclefestival.org



[facebook.com/KerryBicycleFestival](https://www.facebook.com/KerryBicycleFestival)



[@KerryBikeFest](https://twitter.com/KerryBikeFest)



[youtube.com/KerryBicycleFestival](https://www.youtube.com/KerryBicycleFestival)

Please feel free to forward this mail onto potentially interested parties
Go n-éirí an rothar leat!

THE KBF CREW

What is the Festival?

Cycling is fast, trendy, planet-friendly, and healthy - a means of transport as well as a hobby. The Kerry Bicycle Festival, now in its fifth year, is a local, community oriented, fun-filled festival with mass appeal.

The festival was established with one simple objective in mind - to get as many people on bicycles as possible. We do this by organising diverse and engaging events in four key areas.

- » Arts & Culture
- » Sustainability
- » Lifestyle
- » Education & Awareness

Our mission grows ...

This one objective has grown into our five point mission statement, which drives the continuing growth of the festival.

- » Raise the profile of **cycling culture**, making it more accessible and attractive.
- » Highlight cycling as a **healthy**, pleasurable activity.
- » Promote cycling as an **environmentally sustainable** and cost effective mode of transport.
- » Promote cycling as a **fun**, exhilarating recreational activity.
- » Promote Kerry as a destination for **cycle tourism**.

Did you know?

Not enough people know about the festival. We hope to change that. Here's some facts to start with ...

- » The Kerry Bicycle Festival is the longest running bicycle festival in Ireland.
- » In 2010, the festival was selected by the Department of Environment as one of the Smarter Travel's demonstration projects from hundreds of projects nationwide. It was chosen for its potential to promote sustainable transport.
- » The festival has been invited to Electric Picnic twice to spread the good word about cycling.

Why does it matter?

The Kerry Bicycle Festival is all about getting people on bikes. While this may initially seem like a trivial exercise, it is actually an effective way of activating our communities into tackling some of the major issues facing our society today, including: health (childhood obesity/coronary problems), energy security, pollution, traffic congestion etc.

In addition, the more people who cycle make our roads safer for everyone, and bicycle-friendly towns are cleaner, healthier, quieter and safer.

Vision for the future

We believe that the Kerry Bicycle Festival has the potential to be a festival that Tralee, and in time the whole county, can be proud of, a festival that creates a truly vibrant street climate. We believe that with the right support, the festival can become an event that features on the national calendar and can embrace associated activities taking place throughout the county as a whole.

This can only happen if a long-term infrastructure is put in place to ensure the festival, not only survives, but thrives.

How you can help?

Every festival needs support. And not only financial. There are many ways to collaborate. Have you got an old shop front that we could use? Would you like to volunteer your time? Are you organising any ancillary events that could be included in the festival programme?

If you feel you can contribute in any way, please do not hesitate to get in touch on info@kerrybicyclefestival.org



FRAME: ART EXHIBITIONS



On display in the stunning Siamsa Tire gallery space, the annual FRAME art exhibitions have always attracted a very high standard of art that celebrates the humble bicycle.



GIGS

Over the years, we've had a run of sell-out gigs by award-winning comedians and musicians including Maeve Higgins, David O' Doherty, Crevecoeur and Alphastates.



CYCLING SHORTS

The Cycling Shorts programme features short bicycle related films, experimental, fiction and documentary, from all over the world.

The screening is held in the beautiful cinema room of Blennerville windmill.



MY LOVELY BICYCLE

Inspired by the beloved Father Ted, this annual event causes quite a stir, especially with the Pump D'Or up for grabs. The event is usually MC'ed by the visiting comedian and people pimp up their trusted wheels with all the bells and whistles – literally.



NOVELTY CYCLES

Over the years, we've run a number of novelty cycles which have proved enormous fun. These have included:

- » Treasure Hunt
- » Mystery Tour
- » History Cycle

BIG DAY OUT



Every year, on the Saturday of the festival, we have a big family cycle from Tralee to Blennerville. Cyclists of all shapes and sizes congregate in the square and are led out of town by the Samba Cuisse band, with a garda escort for a traffic-stopping spectacle.

Before and after the cycle, we host some high-spirited, bicycle-inspired festivities that have included:

- » The Mobile Bicycle-Portrait Studio
- » The Scary-Go-Round
- » The Slow Bicycle Race
- » Bicycle Clowning – Fanzini Brothers/ Paddy Waters
- » The Jocular Let Loose
- » 2nd Symphony for Singing Bicycles
- » Bike Doctors on call



MEALS ON WHEELS

Always a sell-out, this cycle sees lucky diners cycle from restaurant to restaurant to enjoy a five course meal, while supporting indigenous businesses and raising awareness of local produce and the potential of food tourism.





NATURE CYCLE

From the Garden of the Senses in Tralee Town Park to Ballyseedy Woods, Kerry Earth Education Project led an eager band of followers as they explored local biodiversity and habitats. Kerry Earth Education Project is based at Gortbrack Organic Farm (www.gortbrackorganicfarm.com)

FOOD PRODUCERS' CYCLE

From local organic cheese to home baking showcasing the best of Irish cream and butter, our calorie-busting cycle saw us sample artisan food produced in and about Tralee. The standard of produce was impressive and a persuasive reminder to buy local where possible.



PICNIC CYCLE

This annual cycle to Fenit features homemade brownies, freshly-brewed coffee, frisbee and possibly a dip in the Atlantic for those brave enough; and highlights the potential of the Tralee to Fenit cycle way.



PUBLIC DISCUSSION

Since the very first festival back in 2008, we've had public discussions about local cycling issues.

Did you know that, outside of Dublin and Galway, Tralee has the highest percentage of commuter cyclists in the country? Yet Tralee has the potential to become a much more cycle-friendly town. In 2011, the Kerry Bicycle Festival organised a Cycle Advocacy Forum to discuss the development of cycling policy in Kerry. This forum was chaired by Transportation Consultant, Damien Ó Tuama, who was the main author of the National Cycle Policy Framework document. The Transition Towns' transport working group also presented a project to make Tralee more cycle friendly.

PEAL CAMPAIGN



Peal was the name of a community bicycle project initiated by Michael Kelly and undertaken in the weeks preceding the 2008 festival. The project involved painting a hundred bells red and placing them on a hundred bicycles around Tralee town. The distinctive look of the bells allowed cyclists to identify each other as fellow unwitting participants of the Peal project.

Peal was followed by the Ding Dong campaign the following year. In a similar vein, 50 "ding dong" bells were put on bikes around Tralee. These two campaigns hoped to bring the sound of the humble bicycle bell back into the streets of Tralee again.

It's hoped to get local schools involved in interactive awareness campaigns in the future.

WORKSHOPS

Former racer and bike expert, Anthony O' Halloran, demonstrated the fine art of wheel construction in "The Art of the Wheel", with his full bike assembly master class the following year. Since then we've had Derek's Berrill's "Bicycle Powered Generator" and a Cycle-Acoustic workshop with bike-fiends, Magoo and Macdara.



THE BIG CYCLE

Get on yer bike and join us.
 Saturday, September 22nd | 3pm
 From Tralee Square to Blennerville.
 It's car free day so no excuses!



Our main day of festivities, Saturday 22nd of September, features a host of events in Tralee town, including **"The Big Cycle."** This coincides with International Car Free Day so it's the perfect time to literally flood the town with bicycles and festive cheer. Who knew saving the planet could be such fun! To honour the day, we're making it fancy dress and encouraging everyone, from eight to eighty, to get on their bikes and join us.

There will be a host of other activities taking place in the square that day including a slow bicycle race, My Lovely Bicycle competition and a bicycle maintenance class.



NEW EVENTS



In addition to our many regular events, we've upped it a gear to include the following additions to the programme.

- » Urban Art Trail
- » St. Brendan's Way
- » Toddlers' Cycle
- » Tour De Romance - Bicycle Dating
- » Cycle to Surf
- » Yoga for Cyclists



If you have any ideas for new events, please do not hesitate to get in touch at info@kerrybicyclefestival.org.

We would especially like to talk to schools to get more students on their bikes.

NO COINCIDENCE

This year, we decided to move the festival from May to September in order to coincide with the following worthy events.

- » International Car Free Day
- » Culture Night
- » European Mobility Week
- » National Organic Week
- » The Chain Gang Sportive

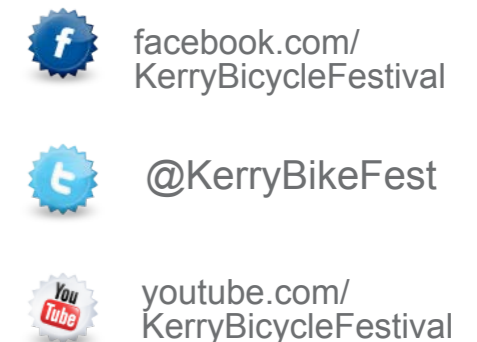
FRIENDS

Past collaborators include...



STAY IN TOUCH

Find out more by visiting kerrybicyclefestival.org and then befriend us!



BIKE FESTIVAL SETS THE WHEELS TURNING



The inaugural bicycle festival... will be a fun-filled event... with a wide range of activities... for all ages.

TRALEE TO HOST FOURTH ANNUAL TWO-WHEELER EVENT



Cyclists to saddle up for Bike Fest... The festival will be a fun-filled event... with a wide range of activities... for all ages.

BIKE FESTIVAL AIMS TO PROMOTE HEALTHY LIFESTYLE



It's time to get on your bikes and get moving... towards a healthier lifestyle... according to the organisers.

ON YER BIKES!



It's time to get on your bikes and get moving... towards a healthier lifestyle... according to the organisers.

BIKE FESTIVAL DRAWS CROWDS



The festival drew a large crowd... with many people taking part in the various activities.

PROFUSION PURPOSE



The festival was a success... with many people taking part in the various activities.

A wheelie great success!



The festival was a success... with many people taking part in the various activities.

Battle of the bikes



The battle of the bikes... was a fun-filled event... with many people taking part in the various activities.

BIKE GANG



The bike gang... was a fun-filled event... with many people taking part in the various activities.

BIKE PATROL



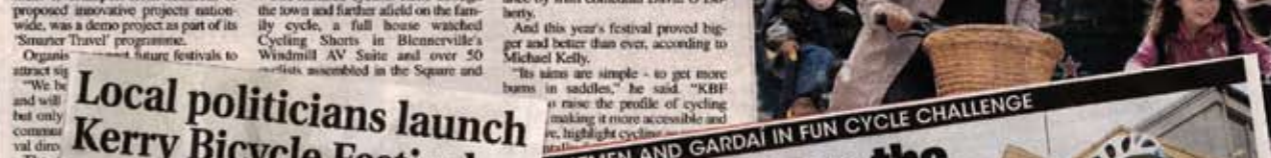
The bike patrol... was a fun-filled event... with many people taking part in the various activities.

HIGH HOPES FOR FUTURE OF KERRY BICYCLE FESTIVAL



Other events included a Biodiversity Cycle... in conjunction with Gortrack Organic Farm... and last Saturday's Father-Tad-inspired My Lovely Bicycle Competition at Ballyseedy Castle.

Local politicians launch Kerry Bicycle Festival



The festival, selected by the Department of Transport... was a demo project as part of its 'Summer Travel' programme.

Who'll deliver the best result?



Tralee's postmen and members of the Gardaí... are taking a break from official duties this Saturday as they prepare for a battle of the pedals.

CELEBRATION OF TWO WHEELS CONTINUES THIS WEEKEND



The Kerry Bicycle Festival opened last Friday... and despite the unpredictable weather over the weekend... attracted a large crowd of cyclists of all ages.

Tralee saddles up for bike fest



The festival was a success... with many people taking part in the various activities.



