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**FOR IMMEDIATE RELEASE:** October 27, 2014

## Jefferson Chamber to Host 8<sup>th</sup> Annual Tour De Jefferson Bike Ride

**METAIRIE, LA** – The Jefferson Chamber of Commerce will host the [8<sup>th</sup> Annual Tour de Jefferson bike ride](#) on Sunday, November 2, 2014 at Bayou Segnette State Park. Tour de Jefferson has become one of the premier cycling events in the region and is designed to bring people to the beautiful state and national parks of the West Bank of Jefferson Parish. Organizers are preparing for more than 700 participants.

The bike ride consists of three newly designed routes; 11 miles for beginners; 37 miles for leisure riders and 50 miles for more seasoned riders. All routes offer riders a scenic bike tour through two parks, Bayou Segnette State Park and Jean Lafitte National Park. This year the route has been reversed, intended to improve flow and rider safety. The new route omits the ride over the Lapalco Bridge and the 25-mile option. Riders will bike on paths through southern Jefferson along the Mississippi River Trail past bayous and moss covered oaks. There will be scenic rest stops along the way equipped with plenty of energizing snacks and drinks. The ride will finish at the Bayou Segnette State Park, where riders will enjoy good food, beverages and music at the Fin du Tour after party.

[Click here to view the 2014 Tour de Jefferson route map.](#)

“Tour de Jefferson is an interesting, family-friendly event,” said Millie Baudier, Tour de Jefferson Committee Co-Chair. “Come out and see parts of Jefferson Parish that most people have not seen - at an affordable price! This is also a great team-building opportunity for your company or organization.”

The Jefferson Chamber has organized the 8th Annual Tour de Jefferson, with major support given by Peake BMW. The bike ride’s primary goal is to enhance the awareness of quality of life amenities and recreational venues in Jefferson Parish with a healthy, fun, family-friendly event. Proceeds from the event support the business organization’s efforts in public policy advocacy and quality of life initiatives.

- WHO:** Jefferson Chamber of Commerce
- WHAT:** The 8<sup>th</sup> Annual Tour De Jefferson
- WHEN:** Sunday, November 2, 2014; Check in 7:30 AM, The bike ride starts at 8:30 AM with Fin du Tour party to follow
- WHERE:** The Wave Pool at Bayou Segnette State Park  
7777 Westbank Expressway, Westwego, LA 70094
- ADMISSION:** Adults: \$35 | Children: \$15 (ages 13-17)

Individual riders can register online at [www.tourdejefferson.org](http://www.tourdejefferson.org) or by calling (504) 835-3880.  
Teams can register by contacting Emilie Riser at [emilie@jeffersonchamber.org](mailto:emilie@jeffersonchamber.org) or (504) 835-3880.

The Jefferson Chamber would like to thank our growing list of event sponsors including **Presenting Sponsor**,

**Peake BMW**, Louisiana Life Magazine, Atmos Energy, West Jefferson Medical Center, Cox Communications, Jefferson Financial Credit Union, Zito Companies, Postlethwaite & Netterville, Adam's Bicycle World, Best Western Bayou Inn, Hospital Corporation of America, Travel Central, Crescent Crown, Jean Lafitte National Historical Park and Preserve, Louisiana State Parks, Louisiana Road Warriors, Bike Easy, Diversified Foods and Seasonings, L.L.C., Iconic, Jefferson Convention and Visitors Bureau, Mellow Mushroom, Mr. Mudbug, Raising Cane's, River Parish Disposal, and Whole Foods Market.

Media are welcome to attend.

**About the Jefferson Chamber:**

The [Jefferson Chamber](http://www.jeffersonchamber.org) is a leading voice for Jefferson Parish's business community. As a non-profit, membership-driven organization, the Chamber is an effective advocate for small and large businesses at the local, state and federal levels. The Chamber's mission is to work for the advancement of the business community; to enhance the economic, civic and cultural environment; and to improve the quality of life in Jefferson Parish. The Jefferson Chamber is Four-Star Accredited by the U.S. Chamber of Commerce and was awarded the 2013 Chamber of the Year Award by the Louisiana Association of Chamber of Commerce Executives in the Large Chamber Category.

For more information about the Jefferson Chamber, visit [www.jeffersonchamber.org](http://www.jeffersonchamber.org), and follow on [Facebook](#), Twitter [@jeffersoncoc](#), and [YouTube](#).

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