**PRESS RELEASE**

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February 9, 2021

**20th Anniversary Bicycle Film Festival: Virtual Tour Lands in Shenandoah Valley**

Despite cinemas being shut, Bicycle Film Festival lands in Shenandoah Valley with a curated virtual screening of short films. Available from March 19th to April 4th, hosted by Shenandoah Valley Bicycle Coalition.

Bicycle Film Festival celebrates the bicycle through a virtual festival program, specifically curated for Shenandoah Valley. The BFF selected short film program offers an international point of view of the cycling movement. The stories appeal to a wide audience from film connoisseurs to avid cyclists and everything in between.

Bicycle Film Festival plays an important role in creating an eco-friendly society and bringing diverse communities together.

**BFF Founding Director Brendt Barbur added**: “*In a year of a global pandemic, economic strife, a contentious political period the bicycle boom worldwide is optimistic news to celebrate. We hope to offer a positive respite from all of this for people*.”

The program will be available online from at anytime from March 19th to April 4th. Tickets are available now on [www.bicyclefilmfestival.com](http://www.bicyclefilmfestival.com) with sliding scale prices at $10, $15, $20.

A portion of all ticket sales benefit Shenandoah Valley Bicycle Coalition.

Bicycle Film Festival had plans in motion since the summer of 2019 to celebrate the 20th Anniversary kicking off in New York this past June 2020. The festival expected 20,000 attendees over one week of events. People had bought tickets from round the world to attend. Then COVID-19 safety mandates forced it to be postponed. BFF is making a comeback by touring the world virtually. BFF has plans to produce over 50 virtual events in the United States and over 100 internationally in Brazil, Ecuador, Canada, Estonia, Italy, Japan, UK and more in the next few months.

**About:** Founded in New York Bicycle Film Festival has been celebrating bicycles through art, film and music the last 20 years. The physical BFF spanned the world in up to 100 cities to an audience of over one million people. The international locales included Paris, London, Tokyo, Shanghai, Moscow, Mexico City, Capetown and Istanbul and more at some of the most important venues such as Sydney Opera House and the Barbican or an old factory in Zurich. The Subcultures of cycling have shared equal billing with the most exciting innovators in music, art, design and film. Participants have included: Erykah Badu, Karl Lagerfeld, Francesco Clemente, Shepard Fairey, Albert Maysles, Michel Gondry, Spike Jonze, Alex Katz, Kaws, Gavin Turk, Mike Mills, Paul Smith, the Neistat Brothers, Tom Sachs, Ridley Scott, Kiki Smith, Swoon, and Ai Weiwei.

#### Website: [www.bicyclefilmfestival.com](http://www.bicyclefilmfestival.com)

#### Instagram: <https://www.instagram.com/bicyclefilmfestival/>

#### Facebook: <https://www.facebook.com/BicycleFilmFestival>

#### Twitter: <https://twitter.com/bffworld>

#### TikTok: <https://www.tiktok.com/@bicyclefilmfestival>

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#### Shenandoah Valley Bicycle Coalition: <https://svbcoalition.org/>

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