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FOR IMMEDIATE RELEASE:

Idaho's own Rebecca Rusch to attend Boise Premiere of "Blood Road" August 5th

Red Bull Media House Films, in cooperation with Boise GreenBike and the Idaho Walk Bike Alliance, are bringing the Boise premiere of "Blood Road" to the Egyptian Theatre Saturday August 5th at 7:00 p.m. The film's star and Idaho legend Rebecca Rusch will be on hand to introduce the film and answer questions. Additional activities, including rides and an after party, are in the offing. Check the Facebook pages of Boise GreenBike and the Idaho Walk Bike Alliance for details.

Blood Road follows the journey of Rusch, an ultra-endurance mountain bike athlete, and her Vietnamese riding partner, Huyen Nguyen, as they pedal 1,200 miles along the infamous Ho Chi Minh Trail through the dense jungles of Vietnam, Laos, and Cambodia. Their goal: to reach the crash site and final resting place of Rebecca's father, a U.S. Air Force pilot shot down over Laos some 40 years earlier. During this poignant voyage of self-discovery, the women push their bodies to the limit while learning more about the historic 'Blood Road' they're pedaling and how the Vietnam War shaped their lives in different ways. Official film trailer: https://youtu.be/XCzVqiN950M

Tickets are $14 and are available at the Egyptian Theatre website: www.egyptiantheatre.net. Proceeds from the event will benefit the Mines Advisory Group (MAG) America, the Idaho Walk Bike Alliance and Boise GreenBike. MAG finds and destroys landmines and dangerous unexploded ordnance leftover from conflict. The Idaho Walk Bike Alliance envisions a transportation system throughout Idaho that supports and encourages walking, bicycling and active transportation. Boise GreenBike is the city's bike share program and is developing an equity program making bike share accessible to low-income people.

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Contacts:

Dave Fotsch, Boise GreenBike
dfotsch@valleyregionaltransit.org
208-331-9266

Cynthia Gibson, Idaho Walk Bike Alliance
cynthia@idahowalkbike.org
208-336-5821