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Tour de Fat Imagery & Photos:

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Tour de Fat Celebrations Move Online As New Belgium Postpones Physical Celebration Until 2021
Communities can look forward to virtual contests and entertainment to support local bicycle nonprofits

(Fort Collins, Colorado- July 9th, 2020)– Tour de Fat turns 21 as New Belgium Brewing’s longstanding tradition of bikes, beers and bemusement will celebrate responsibly in 2020. Based on recent CDC health advice, safety precautions and guidance from New Belgium Brewing’s COVID-19 response team, the difficult decision was made to postpone Tour de Fat this fall in Fort Collins, Colorado, Asheville, North Carolina and Tempe, Arizona until the 2021 season. Tour de Fat will continue online by encouraging communities to celebrate with the classic carnies, clowns and cyclists of all ages with online contests, challenges and fundraising efforts to support local bicycle nonprofits.

New Belgium and Tour de Fat will continue support of nonprofit partners by donating matching funds up to \$10,000 per nonprofit organization to support their initiatives. Nonprofit organizations include [Bike Fort Collins](#), [Overland Mountain Bike Association](#), [Fort Collins Bike Co-op](#), [Send Town Bike Club](#), [Asheville on Bikes](#), [Tempe Bicycle Action Group](#), [Bike Saviours](#) and the [Central Arizona Mountain Bike Patrol](#).

In partnership with master performers Daredevil Chickens and Sedan Halen, Tour de Fat will present several online contests and challenges. Along with encouraging communities to get outside and ride bicycles, in costume of course, the online contests include a slow ride bicycle challenge and a dance contest. Participants will have the opportunity to win prizes including a limited edition 2020 New Belgium Brewing Fat Tire Cruiser Bicycle.

“We cannot in good conscience promote our traditional physical gathering of friends, family, and community this year, as we want to ensure the health and safety of everyone,” said Leah Pilcer, Director of PR and Communications for New Belgium Brewing. “Postponing this year’s celebration makes us even more excited to celebrate New Belgium’s 30th anniversary next year with an even bigger and better Tour de Fat in 2021.”

Join New Belgium in continuing the support of local bicycle advocacy and celebrate Tour de Fat through online contests and creativity. For details on giveaways and contests follow [@tourdefat](#) on Instagram.

About Tour de Fat

Tour de Fat, established by New Belgium Brewing in 1999, is a celebration of community through bicycles and beer. This annual event begins with a pedal-powered bicycle parade, featuring costumed riders of all ages. It is followed by a celebration of music, games, world class entertainment and New Belgium beer, with proceeds supporting bicycle advocacy and local non-profit organizations. In its 21st year, Tour de Fat continues to support local bike non-profits in raising over 5 million dollars for bike advocacy, education and trails. Follow [@tourdefat](#) on Instagram to view photos from past parades, participate in future contents and learn more ways to support local bicycle nonprofit organizations.

About New Belgium Brewing

New Belgium Brewing is recognized as a leader in sustainability and social responsibility. Founded in 1991 in Fort Collins, Colorado, the company expanded to Asheville, North Carolina in 2016 and Denver, Colorado in 2018 and is now the 4th largest craft brewery in the U.S. Dedicated to proving that business can be a force for good, New Belgium is a Certified B Corp and was the first brewery to join 1% for the Planet. The brewery has donated over \$26 million to charitable causes since 1991. New Belgium is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA, Mural Agua Fresca Cerveza, and La Folie Sour Brown Ale; as well as an award-winning wood-aged sour program and innovative limited release beers. To learn more about the full product lineup and New Belgium’s Human Powered Business model, visit NewBelgium.com