

9 April 2024

Ultimate celebration of cycling rides into Sideshow Alley

Brisbane Cycling Festival's Optus Active Lifestyle Expo 2024 will return to the Brisbane Showgrounds from Friday as the citywide celebration of cycling concludes with the free pop-up event.

Running from Friday 12 April to Sunday 14 April, Sideshow Alley will be transformed into a playground for cycling and fitness enthusiasts with the latest and greatest cycling technology, products and trends, as well as new and established health and fitness brands on offer.

The Optus Active Lifestyle Expo has something every member of the family can enjoy with live action sports, music and entertainment, free activities, come and try sessions and local food trucks.

The Brisbane Cycling Festival, which kicked off on March 1 and runs until April 14, also includes the Australian Unity Tour de Brisbane; Track National Championships; 2024 Oceania Cycling Championships, the AusCycling National Road Series and the Asia Pacific Cycling Conference.

Brisbane Showgrounds General Manager of Venue Sales and Marketing Jago Coyle said that he was excited to see Sideshow Alley as the new home of the Brisbane Cycling Festival's Optus Active Lifestyle Expo.

"This is the fifth year we have hosted the Brisbane Cycling Festival village and we welcome the Optus Active Lifestyle Expo which helps cultivate Brisbane's love for fitness and cycling," Mr Coyle said.

"Riders and spectators visiting the Showgrounds can enjoy a range of cycling events and entertainment at the Expo."

This free event will be held on Friday 12 April 12pm to 6pm, Saturday 13 April 9am to 6pm and Sunday 14 April 9am to 4pm. To find out more click [here](#).

The Brisbane Showgrounds precinct is located 1.5km from Brisbane's CBD and is Queensland's largest indoor/outdoor events site. Visit www.brisbaneshowgrounds.com.au.

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MEDIA ENQUIRIES:

Veronica Carew
General Manager Communications
Ph: 07 3253 3930/ 0408 323 631
Email: vcarew@rna.org.au

Natalie McKeering
Senior Media Consultant
Ph: 0418 986 084
Email: nmckeering@nmcommunications.com.au