

Truckee embraces Cruiser Madness

Gear up and get ready for Downtown Truckee Thursdays' rendition of Cruiser Madness on Aug. 12 at 5pm when the popular weekly summer event pays homage to biking enthusiasts.

Put together a whacky costume, decorate your ride and pedal on down for the rebirth of the infamous Cruiser Madness event that launched at Squaw Valley years ago.

Those who show up dressed in costume will vie for a chance to win cool prizes and be crowned King and Queen of the cruiser parade.

Costumed bicyclists are asked to check in at the SnowBomb event information tent adjacent to the Truckee train depot at 5pm to be judged before the parade. Parade embarks promptly at 5:30pm.

Adding to the festivities will be the band Crazy performing a musical tribute to Patsy Cline at the Beer Garden.

Downtown Truckee Thursdays 2010 continues through Aug. 19 from 5-9pm.

The 10-week series was launched three years ago by the Truckee Downtown Merchants Association in an effort to highlight and revitalize the town and underscore a Think Local attitude. In addition to children's activities, Truckee Thursdays also offers live music, art, the Foothills Farmers Market, a beer garden, various catering and "foodie" trucks and vendors of all kinds. Additionally, many of the local merchants showcase special wares on the sidewalk outside of their stores.

For more information, contact Downtown Truckee Thursdays at (530) 584.1222.