

Seville, 26 October 2010

### **Guillermo Peñalosa master of ceremony of Velo-city 2011 Seville**

At the preparatory Velo-city 2011 meeting in Seville on 29 October, Guillermo Peñalosa will be presented as the “Master of Ceremony” of the International Velo-city 2011 conference which will take place in Seville from 23 to 25 March 2011. On the occasion of this conference on 29<sup>th</sup> October the organisational team will be meeting.

This meeting, aimed at guaranteeing the success of the International Conference in Seville, will involve the European Cyclists' Federation (ECF) and *Asociación para la Promoción Exterior de Sevilla* (APPES) as co-organisers of the Velo-city 2011 conference. It will be attended by members of the Executive Committee including Antonio Rodrigo Torrijos, the First Deputy Mayor of Seville and Manfred Neun, ECF President, supported by Dr. Bernhard Ensink, Director of the Velo-city Series and José Antonio García Cebrián, Conference Director of Velo-city 2011.

At the meeting Guillermo Peñalosa will be officially presented as the master of ceremony of Velo-city 2011. Peñalosa is internationally recognised and one of the most important persons in the field of city planning and cycling, involved in improving the quality of life in cities and promoting cycling and walking. He is also the Executive Manager of the 8-80 Cities NGO.

Note that Seville, by means of its Steering Plan for Cycling (2007–2010), has created a comprehensive network of cycle tracks, thanks to which its number of cyclists has multiplied by 10 (from 6,000 to 60,000), meaning that 6.6% of all journeys in vehicle within the city are made by bike. It has also built up to 120 kilometres of segregated cycle tracks and successfully implanted a public cycling system, fostering cycling as a healthy and sustainable means of transport for both the individuals involved and society in general.

Due to this and other merit-worthy credentials, Seville was chosen to organise the 2011 edition of Velo-city. With the “The Cycle of Life” slogan Velo-city 2011 aims to welcome more than 1000 conference visitors from all over the world. The conference languages will be English and Spanish. It will focus geographically on Europe, especially on the Mediterranean area, but will also broaden its approach, e.g. by considering ways in which to foster cycling in Latin America and Africa.

The meeting on 29 October will also coincide with the 8<sup>th</sup> Iberian “Cycling and the City” conference, which will as well take place in Seville from 29 to 31 October.

Further information about Velo-city 2011:

[www.velo-city2011.com](http://www.velo-city2011.com)

[www.ecf.com](http://www.ecf.com)

About Guillermo Peñalosa:

[www.8-80cities.org](http://www.8-80cities.org)

About the 8<sup>th</sup> Iberian “Cycling and the City” conference

[www.acontramano.org/congreso/](http://www.acontramano.org/congreso/)