

SINCE
1866
BROOKS
ENGLAND
SADDLES
BAGS
ETC.



THE
SWALLOW
100 BFF
LIMITED EDITION



**BROOKS ENGLAND RELEASES
100 LIMITED EDITION GREEN SWALLOWS
TO BENEFIT BICYCLE FILM FESTIVAL
IN NEW YORK CITY**

12 May 2009, Smethwick, England Brooks England announces collaboration with the New York City Bicycle Film Festival with the release of a limited edition Swallow. Only one hundred special Swallow models, manufactured with British racing green leather and each bearing an authentic serial number of authenticity, will be available to the public. Proceeds from sales will benefit the 8th annual Bicycle Film Festival which runs from May 28th to June 1st (www.bicyclefilmfestival.com).

This BFF Limited Edition Green Swallow features the original steel metalwork and bears a tensioning plate on the underside of the saddle which still features the original patenting information. The Swallow retains the word DEPOSÉ, meaning REGISTERED in French, on its tensioning plate. This was added, originally, as many of the saddles were exported to the continent for the use of racers and tourers alike.

The first Swallow was patented on August 20th 1936, a time when all Tour de France riders used Brooks saddles. Legends such as Girardengo, Bottecchia, Bartali, Coppi and Anquetil all rode Brooks saddles to victory and the coveted yellow jersey. Back then the arrival of the handcrafted Swallow was heralded as revolutionary as it was the first 'cut away' saddle design, giving greater freedom of leg movement to the sportive cyclist.

The 100 BFF Limited Edition Green Swallows retail for \$ 250 and are sold exclusively in cooperation with the BFF in NY during the festival or online at:

www.brooksengland.com/SwallowBFF.aspx

About the Bicycle Film Festival In 2007, over 100,000 people attended the BFF internationally. The Bicycle Film Festival has been credited with pushing bicycle culture forward throughout the world. New York has therefore been recognized as sparking a phenomenon - the

BFF. After being struck by a bus in New York City in 2000, Brendt Barbur was compelled to turn his negative experience into something positive. The festival has grown from its home in New York to now 17 cities and it has gained international recognition as the torchbearer of one of the largest cultural movements of this decade. The BFF and the bike community that hold it up are working to show that not only does bicycle riding bring people together, but it offers an environmentally sound form of transportation – the festival advocates the bikes ability to transport us in many ways – ultimately, it's all about having a good time.

For more information
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Pictures and more press releases are available for download at www.brooksengland.com/press

