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## **DISPOSABLE FILM FESTIVAL ADDS GLOBE BIKES AS SPONSOR**

SAN FRANCISCO, California (August 4, 2010) – The disposable film festival announced on August 4 that Globe is a new sponsor.

Festival Director and Co-Founder Carlton Evans is 'thrilled about the addition.' Evans sought out the company in preparation for the 2<sup>nd</sup> Annual Bike-In, a new twist on the otherwise antiquated Drive-In. Says Evans, "For an entire generation, cars and movies were inextricably linked. For us, it's about how the world is changing. The generation involved in this new filmmaking travels by bike and takes public transportation."

Globe stood out as a potential partner because of its positioning as an edgy, progressive lifestyle brand whose 'products are inspired by and designed for urban cyclists... the progressively minded and the eco-conscious.' Their mission statement intersected perfectly with the Disposable Film Festival's core values, general aesthetic, and the new re-imagined relationship between filmgoers and transportation. Evans "couldn't have found a more perfect match" in a partner.

Adds Jessica Meek of Globe, "We're really excited about this rather unique collaboration between a bike company and arts organization, and we're looking forward to bringing the Disposable Film Festival to new audiences, while offering an event that caters to cyclists and bike communities in cities across the globe. "

Globe will sponsor the Disposable Film Festival as it takes its 2010 Bike-In program on tour to Pittsburgh, Portland, Los Angeles and London this summer and into the 2011 program.

For more up-to-date information, go to [www.disposablefilmfest.com](http://www.disposablefilmfest.com).

### **ABOUT THE DISPOSABLE FILM FESTIVAL**

This unique festival was created in 2007 to celebrate the artistic potential of disposable video: short films made on non-professional devices such as one-time use video cameras, cell phones, point and shoot cameras, webcams, computer screen capture software, and other readily available video capture devices.

### **ABOUT GLOBE**

Globe is a brand of bicycles that have the unique ability to become an extension of people's lifestyles and personal tastes rather than simply a piece of sporting equipment. The products are inspired by and designed for urban cyclists, commuters, city dwellers, the progressively minded and the eco-conscious. This stand alone brand has been created by Specialized Bicycle Components, which has a long history of providing the best cycling product in the world.

Festival Co-Founder Carlton Evans and Globe Community Manager Jessica Meek are available for interview.

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