



URBAN ADVENTOURS
BOSTON'S DOWNTOWN BIKE SHOP
TOURS • RENTALS • SALES

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BIKE BOSTON WITH BRAND NEW IPHONE APP

*Boston-Based Guided Bicycle Tour Company, **Urban AdvenTours**,
Offers Free Custom iPhone App with Boston Routes and Guides*

Boston, MA – In conjunction with EveryTrail, Boston's Urban AdvenTours is pleased to announce the launch of their brand new iPhone application: "I Bike Boston: Urban AdvenTours." Located in downtown Boston, Urban AdvenTours is well known for their guided bicycle tours and quality bike rentals and wanted to offer a self-guided option filled with rich content for their guests.

The app, based on content from EveryTrail.com, features multiple ways to navigate Boston by bike. The user can choose a route from either a list or an expanded map. Once a route is selected the user can navigate to different points of interest that are detailed with pictures and background information. Users are also able to interact with the share function of each route by uploading pictures and video at any point of interest as well as adding commentary.

Urban AdvenTours created the content from their guided tour routes as well as experiences biking Boston. There are routes for any kind of rider; from an easy cruise down the Charles River Esplanade to a serious road ride out to Lexington and Concord. Currently there are five routes available with more on the way including mountain bike trails in the Boston area.

This app is available for the general public and can be downloaded for free. Guests renting bikes find the app as an added bonus to a package that includes a bike, lock and a helmet.

Andrew Prescott, the owner of Urban AdvenTours, notes, "EveryTrail has been great to work with. We were able to offer our guests rich, value-added content while adding to EveryTrail's online route database; few partnerships make this much sense."

For more information about the "I Bike Boston: Urban AdvenTours" app or any tours and bike rentals offered by **Urban AdvenTours**, please visit www.urbanadventours.com or call 617-670-0637. The app can be found at the Apple app store. **Urban AdvenTours** is located across from Faneuil Hall and Christopher Columbus Park, and is easily accessible by public transportation.

About EveryTrail - The next generation EveryTrail iPhone and Android apps let users search, download, navigate and share trips while on the go. Users can explore thousands of premium Guides and more than 500,000 user-generated trips from over 140 countries. At the same time, travelers can record and instantly share experiences on EveryTrail and other social sites, such as Twitter and Facebook. The company is part of the TripAdvisor family, headquartered in Palo Alto, California and online at EveryTrail.com.



Urban AdvenTours
Boston
 Massachusetts, United States
 Proximity: 645 miles



- Overview
- Bike Rentals

Rental prices are for up to 24 hours and includes helmet, lock, and map. Multi-day pricing is available upon request.

Guides

- Paul Revere Ride to Freed...**
 Boston, Massachusetts, United States
 647 miles away | 47 miles long
 Sightseeing
- Tour de Boston Bike Route**
 Boston, Massachusetts, United States
 647 miles away | 11 miles long
 Road biking
- Boston's Emerald Necklac...**
 Boston, Massachusetts, United States
 647 miles away | 16 miles long
 Photography, Sightseeing
- Boston Bikes at Night Guide**
 Boston, Massachusetts, United States



Institute of Contemporary Art
 Massachusetts, United States
 648 miles away



Formerly located on Boylston St in Boston's Back Bay, the ICA relocated to the South Boston Waterfront in 2006 and opened its first permanent collection. The ICA is yet another example of the revitalization of this neighborhood in the past decade.

Designed by the architectural firm Diller

Details Map POIs

Map showing a bike route in Boston with numbered stops 1-9. A callout box shows the Institute of Contemporary Art.

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