



DRIVEN BY POSSIBILITY™

Gates Sponsors Denver's ¡Viva! Streets

Denver-based for more than 112 years, global mobility innovator will display belt driven bicycles and other innovative technologies

DENVER (MAY 11, 2023) - [Gates](#) (NYSE: GTES), a global manufacturer of innovative, highly engineered power transmission and fluid power solutions – and a Denver fixture for more than 112 years – will sponsor a community event series, [¡Viva! Streets Denver](#) presented by Downtown Denver Partnership, Inc., starting on Sunday, May 14, 2023, and continuing monthly through the summer. During each portion of the event, Gates will host a booth displaying bicycles with their Carbon Drive belt system as well as other innovative partner internal geared hub solutions. Visitors will have a chance to hop on a stationary bike with a trainer to feel the clean, quiet, smooth, and strong difference of a Carbon Drive belt system, and will have a chance to spin the prize wheel for fun swag.

Inspired by Latin America's *ciclovía*, Spanish for bikeway, and a celebration in Mexico City that has spread to cities worldwide, ¡Viva! Streets Denver is a free community event celebrating Denver's vibrant neighborhoods and supporting local businesses with temporary car-free streets. Throughout summer and hosted over four Sundays from May through August, nearly 3.5 miles of Denver's downtown streets will be closed to cars and open to the local community. Community members of all ages are invited and encouraged to walk, bike, roll, jog, scoot, or dance down the activated streets in the heart of the city to connect with the community through exercise, entertainment, and food.

"Gates has called Denver home for more than a century, and we know just how special this city is. We recognize the importance of helping to build and better the communities in which we live and work," said Gates Director of Sustainability, Christopher Thomas. "Community stewardship has always been a part of who we are and remains one of the key pillars in our sustainability initiatives. Gates belt drive systems are helping to propel a revolution in personal and micro-mobility that is transforming how the world moves. The opportunity to engage with our community paired with sustainable trends like micro-mobility makes ¡Viva! Streets Denver the perfect event for us."

On Sunday, May 14, from 8 a.m. - 2 p.m. MST, Gates' booth will be stationed at the corner of Bayaud and Broadway. The Gates team is excited to showcase the latest bike technologies and answer questions about our products and company.

For more information about the event, please visit [¡Viva! Streets Denver](#).

About Gates Industrial Corporation plc

Gates is a global manufacturer of innovative, highly engineered power transmission and fluid power solutions. Gates offers a broad portfolio of products to diverse replacement channel customers, and to original equipment manufacturers as specified components. For more than a century, Gates has pushed the boundaries of materials science to engineer products that exceed expectations in many sectors of the industrial and consumer markets. Our products play essential roles in a diverse range of applications across a wide variety of end markets including industrial on-highway, industrial off-highway, mobility and recreation, automotive, energy and resources as well as diversified industrial. Our products are sold in more than 30 countries across our four commercial regions: the Americas; Europe, Middle East & Africa; Greater China; and East Asia & India. More about Gates can be found at www.gates.com.



DRIVEN BY POSSIBILITY™

###

Media Contact:

Alexandra Amelang

720.329.0526

alexandra.amelang@gates.com

The Brand Amp

gates@thebrandamp.com