



BIKE TO WORK DAY

MAY 14, 2009

Bike to Work Day Media Coordinators

REGIONAL

Andrew Casteel
Executive Director
Bay Area Bicycle Coalition
510.250.0909
510.250.0906 fax
andrew(at)bayareabikes.org

ALAMEDA COUNTY

Tess Lengyel
Programs & Public Affairs Manager
510-267-6111
tlengyel(at)actia2022.com

CONTRA COSTA COUNTY

Corinne Dutra-Roberts
Project Manager
511 Contra Costa
925.969.1193
corinne(at)511contracosta.org

MARIN COUNTY

Kim Baenisch
County Media spokesperson
Marin County Bicycle Coalition
415.456.3469 x1
415.456.9344 fax
kim(at)marinbike.org

NAPA COUNTY

Judy Leaks
Director of Transit & Rideshare Services
Solano Napa Commuter Information
707.427.5104
707.424.6074 fax
jleaks(at)sta-snci.com

NAPA COUNTY

Yolanda Dillinger
Spanish Spokesperson
Solano Napa Commuter Information
707.427.5102
707.424.6074 fax
ydillinger(at)sta-snci.com

SAN FRANCISCO COUNTY

Teri Gardiner
County Media Spokesperson
San Francisco Bicycle Coalition
415.431.2453 x308
415.431.2468 fax
teri(at)sfbike.org

SAN MATEO COUNTY

Karen Sumner
Transportation Programs Manager
Peninsula Traffic Congestion Relief
Alliance
650.588.8170
650.588.8171 fax
karen(at)commute.org

SANTA CLARA COUNTY

Corinne Winter
Executive Director
Silicon Valley Bicycle Coalition
408.806.8582
408.280.0418 fax
corinne(at)bikesiliconvalley.org

SONOMA COUNTY

Sandra Lupien
Events Coordinator
Sonoma County Bicycle Coalition
707.545-0153
707.694.8702 fax
SandraL(at)BikeSonoma.org

Andrew Casteel | Bike To Work Day Coordinator | andrew@bayareabikes.org | 510.250.0909 | btwd.bayareabikes.org





BIKE TO WORK DAY

MAY 14, 2009

FOR IMMEDIATE RELEASE

April 3, 2009

Contact: Andrew Casteel
Bike to Work Day Regional Coordinator
(510) 250-0909
andrew@bayareabikes.org

511 & Kaiser Permanente Present: 15th Annual Bike to Work Day, May 14th, 2009

May 14th marks the San Francisco Bay Area's 15th annual Bike to Work Day when over 150,000 commuters are expected to put their feet to the bike pedal. Across the nation, many more will bike commute the entire month of May to celebrate National Bike Month.

During these difficult economic times, many are evaluating the true costs of their decisions. Driving to work costs more than the money we pay at the pump. There's the cost to purchase, insure, license and maintain a car. Taking more of your trips by bike can save a significant amount of money. When you add it all up, the annual cost of owning a car is around \$8,000 according to the American Automobile Association. Commuting by bicycle only costs around \$700 a year, for a savings of \$7300 a year! This doesn't even take into account the other savings that bicycle commuting confers.

Bike commuter Mo Bernales from Larkspur realized the health benefits of biking, "I found myself at 5'10 weighing in close to two bills (200 lbs). Right then and there, on the scale that night I said that's it. No more three mochas a day. And I started riding to work whenever I could. I'll log between 34 and 72 miles in a single workday, simply by commuting. And yes, I have a full time job, and pick up my kids, and cook up dinners as well."

"We hope Bike to Work Day inspires more people to ride their bikes for everyday transportation," says Andrew Casteel, Bike to Work Day event coordinator.

"Commuting by bicycle is a simple solution to many complex problems. It keeps you physically active, reduces pollution, saves money and most importantly, it's fun!

Employers also save by encouraging their employees to bike to work. It is estimated that providing free parking costs an average of \$750 per employee per year. Encouraging biking to work reduces this cost while making employees

Andrew Casteel | Bike To Work Day Coordinator | andrew@bayareabikes.org | 510.250.0909 | btwd.bayareabikes.org





BIKE TO WORK DAY

MAY 14, 2009

healthier and more productive. "I've always known it is a relatively easy way to commute and MUCH less stressful," said Shelly Lydon. The Bike to Work Day website has a toolkit full of ideas for encouraging employees to bike to work.

To help people make the change to commuting by bicycle, Bike to Work Day events will be taking place throughout the month of May in the San Francisco Bay Area. On May 14th, volunteers at hundreds of Energizer Stations will be located along bike commute routes in all nine Bay Area counties to provide cyclists with complimentary treats, a reusable goodie bag, bicycle information, and good cheer!

Sign up for the Bike to Work Day Raffle and pledge to bike to work, school or play at least once during the Month of May for your chance to win a new bike or one of many other prizes.

Bike to Work Day festivities kick off with the nominations for Bike Commuters of the Year. Send us the story of a friend or coworker who goes above and beyond in their dedication to bicycle commuting and they will be put in the running to win one of many great bicycle related prizes.

The Team Bike Challenge provides an opportunity for more experienced riders and new bicycle commuters to team up to save money and reduce pollution. Participants track their bike trips throughout the month of May as they compete against other teams to log the most bicycle trips for their chance to win prizes.

Bike to Work Day 2009 is presented by Kaiser Permanente, with promotions organized by the Bay Area Bicycle Coalition, the Metropolitan Transportation Commission, county congestion management agencies, local bike coalitions and hundreds of local volunteers. For more information, visit 511.org or call 511 and say "bicycling."

Download the Bike to Work Day Press Kit: <http://btwd.bayareabikes.org/node/37>

Regional Bike to Work Day Activities (call 510.250.0909 for details)

- * April 1st – Team Bike Challenge registration begins
- * April 20th - Deadline for Bike Commuter of the Year Award Nominations
- * May 1st - Team Bike Challenge Begins
- * May 14th – Bike to Work Day
- * May 31st - Last day to register for Bike to Work Day Raffle
- * May 31st - Team Bike Challenge concludes

Andrew Casteel | Bike To Work Day Coordinator | andrew@bayareabikes.org | 510.250.0909 | btwd.bayareabikes.org





BIKE TO WORK DAY

MAY 14, 2009

FOR IMMEDIATE RELEASE

March 26, 2009

Contact: Andrew Casteel
Bike to Work Day Regional Coordinator
(510) 250-0909
andrew@bayareabikes.org

511 & Kaiser Permanente Present: 15th Annual Bike to Work Day, May 14th, 2009 Radio Public Service Announcements

PSA: 30 seconds

Join hundreds of thousands of Bay Area residents riding their bikes to work on the Bay Area's 15th Annual Bike to Work Day, Thursday, May 14th, presented by Kaiser Permanente and 511.org. Grab your bike and try a fun, convenient, cost-effective, commute that you will love. Stop by an Energizer Station on your way to work on Bike to Work Day, Thursday, May 14, and enjoy free coffee, snacks, and get a free reusable goodie bag for future commutes. Visit 511.org to find tips on how to gear up for Bike to Work Day, find the Energizer Station on your route, and enter the free raffle for your chance to win a new bike. Get ready for Bike to Work Day, Thursday, May 14 at 511.org!

PSA: 15 seconds

Join hundreds of thousands of Bay Area residents riding their bikes to work on the Bay Area's 15th Annual Bike to Work Day, Thursday, May 14th, presented by Kaiser Permanente and 511.org. Grab your bike and try a fun, convenient, cost-effective, commute that you will love. Find tips on how to gear up for Bike to Work Day, find the Energizer Station on your route, and enter the free raffle for your chance to win a new bike at 511.org.

PSA: 10 seconds

Join hundreds of thousands of Bay Area residents riding their bikes to work on the Bay Area's 15th Annual Bike to Work Day, Thursday, May 14th, presented by Kaiser Permanente and 511.org. We know you will love your fun, convenient, cost-effective, bike commute. For more information and a chance to win a new bike, visit 511.org!

Andrew Casteel | Bike To Work Day Coordinator | andrew@bayareabikes.org | 510.250.0909 | btwd.bayareabikes.org

