



BIKE TO WORK DAY

MAY 14, 2009

FOR IMMEDIATE RELEASE

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Over 150,000 bike commuters expected for the 15th Annual Bike to Work Day on Thursday May 14th, 2009

The San Francisco Bay Area is gearing up for the 15th annual Bike to Work Day on Thursday, May 14th. Over 150,000 bike commuters are expected to take to the streets this year for Bike to Work Day. All across the Bay Area, over 240 Energizer stations have already been confirmed for Bike to Work Day on May 14th. They will be set up 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! Visit 511.org to find your nearest Energizer Station. "I can't think of a better day to try bike commuting for the first time" says Andrew Casteel, Bike to Work Day Coordinator, "You can ride with confidence in the company of thousands of other cyclists."

Thousands have taken the Bike to Work Day pledge to ride their bikes at least once in May to work, school or play for their chance to win a Larkspur Bicycle by MarinBikes, a Dahon Speed 7 Folding Bike, an REI Novara Commuter Kit in our Bike to Work Day Raffle and other bike related prizes. Those who haven't taken the pledge yet can still register on-line or by sending in a prize card by May 31st.

Hundreds have signed up for the Team Bike Challenge to compete to take the most bike trips throughout the month of May, including employees from Apple Inc., Safeway, Yahoo!, Cisco and Caltrans. Teams will compete to win a free bike rack from Peak Racks, a hip bag from chrome bags, Jenny Hurth original Tote Bag hand-made from recycled vinyl signs and a Bike to Work Day Limited Edition T-shirt.

All across the Bay Area, over 50 Bike to Work Day events have been scheduled throughout April and May in celebration of National Bike Month. Alameda and Contra Costa Counties are organizing urban bicycle skills classes and bicycle tune-ups. Marin County is hosting a guided ride, skills clinic, and gourmet BBQ, on May 2nd. Napa County's Bike to Work Kick-off Event is April 30th. And, San Francisco County is putting on a Bike Movie on May 4th. Sonoma County events include a Bike Home From Work Celebration, a Bike-in Movie, and a "Haul Stuff With Your Bike" commute clinic. Visit the Bike to Work Day Calendar on 511.org to find events in your area.

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For the first time ever, Bike to Work Day is on Facebook and Twitter. Over 600 people have already become fans of Bike to Work Day on Facebook to connect with other bike commuters, share tips on biking and get the latest information on Bike to Work Day events and activities throughout the Bay Area. You can find links to our Facebook and Twitter pages in the Event Information section of the Bike to Work Day pages on 511.org.

With the support of our sponsor, BeyondPix, we've released a Bike to Work Day Trilogy titled "How Was Your Commute Today?". The story is a hilarious comparison of the benefits of bicycle commuting and the frustrations of commuting by car. Watch it now on the Bicycling section of 511.org.

The 2009 Bike Commuters of the Year have been chosen for the Bay Area. These outstanding individuals go above and beyond in their dedication to the environment and their health. Marin County's Bike Commuter of the Year, third grader Clay Kaufmann, bikes the 1.5 miles to his school together with his father Mark every school day. Contra Costa's Bike Commuter of the Year, Jeff Kent, bikes 40 miles round trip to work every day. "2009 marks my husband's 30th year of Bicycling to Work. He loves to ride his bike and finds biking to work one of the easiest ways to keep in shape. It allows him to indulge his passion for cycling and save gas and money," says Jeff's wife Tanya Ericson. For more inspiring stories from this year's winners, visit the Bike Commuters of the Year page on 511.org.

Bike to Work Day 2009 is presented by Kaiser Permanente and 511.org, 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 the Bike to Work Day page on 511.org or call 511 and say "bicycling."

More press materials including photos and video are at:
<http://btwd.bayareabikes.org/press>

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

- * May 14th – Bike to Work Day
- * May 30th – Last day to register by mail for the Bike to Work Day Raffle Card
- * May 31st – Last day to register on-line for Bike to Work Day Raffle
- * May 31st – Team Bike Challenge concludes

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