



EAST BAY BICYCLE COALITION

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FOR IMMEDIATE RELEASE -

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East Bay Bike Commuters of the Year Winners GET *ROLLING* during National Bike Month

Alameda and Contra Costa Counties - California. The East Bay Bicycle Coalition (EBBC) has announced **Laura Mccamy** as the 2009 Bike Commuter of the Year for Alameda County and **Jeff Kent** as the 2009 Bike Commuter of the year for Contra Costa County. The EBBC coordinates the Bike Commuter of the Year Awards to honor one resident from each of the two East Bay counties who are committed to making every day a "Bike to Work Day." The selection process, facilitated through peer nominations, targets avid cyclists who set examples for others by epitomizing the health, environmental, social, and economic benefits of bicycling.

Alameda County Bike Commuter of the Year Laura Mccamy is an Emeryville resident and works for the law firm Seversen & Werson located in San Francisco. She commutes via bike from Emeryville to San Francisco using BART's new eLockers, securing her bike at the MacArthur BART station. Following their recent



wedding, Mccamy and her partner April Atencio had a post-nuptial bike parade of guests, while wearing their wedding gowns. Mccamy now organizes regular bike outings for her community with kids and adults, and her co-housing community forms several teams for the Team Bike Challenge, including a kid's team called the "Owesome Otters."

"I've known Laura as a neighbor at Emeryville's Doyle Street Cohousing Community for five years. During that time she has been one of my bike divas and role models as she has no car and does all her errands using her bike along with a 100+ pound bike trailer, including Saturday trips to the farmer's market," says neighbor Adam Eigner.

"I started riding again as adult about 10 years ago. I woke up one day to the absurdity of driving to the swimming pool to exercise. If I wanted movement, it seemed logical to start at my front door. Two years ago Thanksgiving, I sold my truck and went car free. I haven't looked back. My bicycle is my main mode of transit and life on two wheels gets better all the time," Laura says with pride.

"I love the new bike lane on 40th Street in Oakland," added Laura, about her bike ride to work. "But I wish it extended all the way to Emeryville. Bike lanes help me to be more visible and they give me a spot on the road where I don't have to fight with cars."

Contra Costa County Bike

Commuter of the Year Jeff Kent bike commutes from Lafayette to Pleasanton over 20 miles each way. He often rides an old Japanese made bike, complete with rack, panniers, fenders and generator hubs for biking at night. He rides San Ramon Valley Blvd to the Iron Horse Trail, down into Pleasanton to the Hacienda Business Park.

"2009 marks my husband's 30th year of Bicycling to Work. He loves



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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.

In 2008, Jeff set another personal best of 146 commute days by bike, totaling about 6300 miles. In the spring and summer months, his 42 mile round trip to work is often supplemented with a detour over Mount Diablo.

Jeff works in the IT department of Robert Half International in Pleasanton. RHI encourages its employees to ride to work, providing showers and lockers right on site, and allows employees to bring their bikes into their buildings for safe keeping.

In his many years of riding the Iron Horse trail to and from work, he has developed a network of friends in the other bike commuters he routinely sees on the trail. Riding his bike to work is such a regular part of his daily routine, he doesn’t even give it a second thought. When he gets up in the morning and dresses for work, instead of deciding what tie to wear, he has to pick out which jersey to wear from his extensive collection.

The EBBC is encouraging everyone to spare the air and engage in active transportation as May is National Bike Month. On April 20th they launched a marketing campaign throughout Alameda County that highlights bicycling as a healthy mode of transportation. The “Get Rolling” campaign is focused on raising awareness and promoting bicycling as an everyday means of transportation. The campaign also highlights the fifteenth annual Bike-to-Work day on Thursday, May 14th.

Ads are prominently displayed on local bus shelters, as well as on the backs of AC Transit buses, in BART stations and on street pole banners throughout East Bay cities. The ads include themes like “Dining Today,” “Entertainment Tonight,” “School Today” and “Saving Today,” all showing people using their bikes for routine everyday trips. Pedestrians are a part of vibrant communities as well and the ads also highlight people walking, emphasizing the overall benefit of safe streets.

The Alameda County Bike Commuter of the Year Award is funded in part by Alameda County Transit Improvement Authority’s (ACTIA) Measure B funds. Get Rolling is supported by ACTIA, the Alameda County Congestion Management Agency, the East Bay

Bicycle Coalition (EBBC), Kaiser Permanente, Novartis, and Chipotle. Examples of the ads can be found on EBBC's website at www.ebbc.org. For more information regarding Bike-to-Work day visit the specified web page at <http://www.511.org>.

The East Bay Bicycle Coalition (EBBC) is a non-profit, tax-exempt 501(c)3 organization dedicated to promoting bicycling as an everyday means of transportation and recreation. The EBBC safeguards the interest of bicyclists in Alameda and Contra Costa counties and provides free bicycle safety classes to teach bicyclists how to safely share the road with cars.

Contact Information:

If you would like to speak directly with our winners, please feel free to contact them directly at:

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