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SF GEARS UP FOR 15TH ANNUAL BIKE TO WORK DAY

SFBC launches new programs to help new bike commuters

(SAN FRANCISCO, CA)—San Francisco is ramping up for what is anticipated to be its largest and most successful Bike to Work Day. Scores of new and experienced cyclists are already taking to the streets and the San Francisco Bicycle Coalition (SFBC) is launching new programs to prepare these new bike commuters for Bike to Work Day, May 14th and beyond.

“Last year’s Bike to Work Day saw twice as many bikes as cars on Market Street at Van Ness Avenue,” recalls Leah Shahum, Executive Director of the 10,000-member strong SFBC, a nonprofit that promotes bicycling for everyday transportation. “This year, we’re expanding our programs to encourage more people to try biking on Bike to Work Day.”

The SFBC is hosting a variety of programs to help new cyclists. The SFBC’s Bike Buddy Program (<http://www.sfbike.org/bikebuddy>) pairs new riders with an experienced bicyclist to help them (literally) get in gear! And monthly Bike Buddy Route Rides (<http://www.sfbike.org/bikebuddy>) teach new cyclists insider tricks to the many secret, flat routes in San Francisco. New cyclists can also pedal in a morning Commuter Convoy (<http://www.sfbike.org/commuterconvoy>) to learn the safest route downtown and get an idea of how quick bike commuting is. And the SFBC’s Urban Cycling Classes (<http://www.sfbike.org/edu>) educate cyclists on the rules of the road and tips to be comfortable biking alongside motorists.

Other Bike to Work Day programs include:

The Team Bike Challenge: Experienced riders and new bicycle commuters team up and compete against other Bay Area cyclists to see who can pedal the most miles during May. Sign up at: <http://btwd.bayareabikes.org>

Bike Commuter of the Year. Nominate a cyclist who goes above and beyond in their dedication to bike commuting. Deadline April 20th, <http://btwd.bayareabikes.org>

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

Bike to Work Day 2009 is presented by Kaiser Permanente, the Bay Area Bicycle Coalition, the Metropolitan Transportation Commission, the San Francisco Municipal Transportation Agency, the San Francisco Bicycle Coalition and hundreds of local volunteers. For more information on San Francisco’s Bike to Work Day, visit sfbike.org/btwd.

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