



FOR IMMEDIATE RELEASE  
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**Sonoma County Bicycle Coalition announces 2009 Bike Commuter of the Year  
Ushers in National Bike Month, and 15th Annual Bike to Work Day on May 14th**

May 1st marks the start of National Bike Month, and here in Sonoma County, thousands of residents are gearing up for Bike to Work Day, the May 14th celebration promoting the many health, environmental and economic benefits of bicycle commuting.

In the face of global warming, rising obesity rates and the daily stress caused by sitting in bumper-to-bumper traffic, more and more Sonoma County residents are switching to bicycling for their daily commutes. "We hear from many people who started bike commuting on Bike to Work Day," says Sandra Lupien, Sonoma County Bicycle Coalition Events Coordinator. "It's a great opportunity to try it — you get the solidarity of thousands of other bike commuters and free snacks and giveaway bags to boot. It's pretty hard to resist! And once you start bike commuting you'll probably be hooked."

And, Sonoma County Bicycle Coalition has a host of events and activities planned to help inspire and reward people for trying out bike commuting throughout the month of May.

• **Bike Commuter of the Year:** Each year, one person is chosen from each of the nine Bay Area counties to receive a Metropolitan Transportation Commission award in recognition of their exemplary commitment to commuting by bicycle. The 2009 Bike Commuter of the Year for Sonoma County is Jeffrey Reeder. Jeffrey rides his bike 4-5 days a week from Santa Rosa to his job as a Spanish professor and Chair of the Languages Department at Sonoma State University. Jeffrey says he's excited to be named Bike Commuter of the Year, and, he says, "I think that an ultimate goal would be for there to no longer be a need or a point in having a Bike Commuter of the Year award." Visit SCBC's website at [www.BikeSonoma.org/Bike2Work.html](http://www.BikeSonoma.org/Bike2Work.html) to read an interview with Jeffrey.

• **Team Bike Challenge starts May 1:** The Team Bike Challenge encourages existing bicycle commuters to recruit their colleagues, friends and neighbors to ride their bicycles to work, school and other destinations during the month of May. The 2008 Team Bike Challenge was a huge success. Over 400 teams competed, biking 225,369 miles and preventing 109 Tons of toxic emissions. We've made some additions to the Team Bike Challenge this year! Companies can now compete with each other to do their part to help the environment and their employees' health by joining the Company Bike Challenge. Commuters who bike to BART have a chance to win a \$50 BART ticket in the Team BART Challenge by including their BART station in their team's name. Starting May 1st, participants will track their trips made by bicycle and compete against other teams to earn the most commute points and win great prizes! Go to the Team Bike Challenge page, under the Bicycling menu on 511.org, to sign up.

• **Bike to Work Day is Thursday, May 14** – Enter to Win: On the morning of May 14, thousands of Sonoma County Residents are expected to visit 27 Energizer Stations located along local bike commute routes Countywide. Hosted by partner organizations and businesses and staffed by volunteers, Energizer Stations provide snacks, encouragement and free reusable, collectable Bike to Work Day tote bags to bike commuters. Sonoma County Bicycle Coalition announces a brand-new Energizer Station for 2009. The station, in Santa Rosa’s Historic Railroad Square, is at the site of the future SMART Train Station. “This is the first Bike to Work Day since voters passed SMART on the November ballot,” says Chris Culver, SCBC Executive Director. “The train and its adjacent bike and pedestrian pathways will radically change for the better the way people get around in Sonoma and Marin Counties. Commuters will enjoy the convenience of rolling their bikes right onto the train. SCBC is thrilled to celebrate this project with SMART on Bike to Work Day 2009.” The station is co-hosted by SMART, the new Trek Store Santa Rosa, and Leadership Institute for Ecology and the Economy.” Santa Rosa City Council Member (and bike commuter) Gary Wysocky will be at the station to help greet Bike to Work Day participants. All Bay Area residents can take the Bike to Work Day pledge to ride their bike to school, work or play at least once in the month of May and get entered into our raffle for their chance to win a brand new bike and other bike-related prizes.

*And, new this year:* Bike Home From Work Celebration on Bike to Work Day, May 14th at the Trek Store Santa Rosa (512 Mendocino Avenue) 5:30 – 8:30 pm. Food, Brews, and live music by The Spindles!

• **Events:** Beyond Bike to Work Day on May, 14th, SCBC hosts the following events to help people stay excited about bikes:

- May 16th, 10:00 am: Watch for the SCBC entry in the Santa Rosa Rosa Parade!
- May 19th, 6:30 pm, 750 Mendocino Avenue, Santa Rosa  
“Haul Stuff With Your Bike” Commute Clinic
- May 23rd, doors 7:30 pm, 655 First Street, Santa Rosa  
Bike-in Movie, featuring “Klunkerz: A Film About Mountain Bikes”

The San Francisco Bay Area’s Bike to Work Day 2009 is presented by Kaiser Permanente and 511.org, and coordinated by the Bay Area Bicycle Coalition. In Sonoma County Bike to Work Day is coordinated by Sonoma County Bicycle Coalition in partnership with dozens of partner organizations and businesses, and an impressive group of volunteers. Sonoma County Bike to Work Day 2009 Sponsors are: Measure M, Sonoma County Bike Shops (Bici Sport, Bicycle Czar, The Bike Peddler, Breakaway Bikes, The Hub Cyclery, NorCal Bike Sport, Rincon Cyclery, Sonoma Bicycle Company, Sonoma Valley Cyclery, Spoke Folk Cyclery, Trek Store Santa Rosa, and West County Revolution), Sonoma County Agricultural Preservation and Open Space District, Sonoma Wine Company, Camelbak, Winzler & Kelly, Santa Rosa Community Market, North Bay Bohemian, Traditional Medicinals, W-Trans, North Bay Corporation, and Exchange Bank.

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