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Celebrities Challenge Silicon Valley to Bike to Work

Mayor Reed, bicycling CEOs and officials, plus solar bike

Get ready for the Bay Area's 15th annual Bike to Work Day -- when thousands of commuters will put their feet to the bike pedals -- with a May 7 news conference featuring San Jose Mayor Chuck Reed, bicycling elected officials and CEOs, and a solar bicycle (pictured below). The Silicon Valley Bicycle Coalition, the Silicon Valley Leadership Group and the City of San Jose invite you to join in the fun to promote Bike to Work Day (May 14) and the Leadership Group's "CEO/Celebrity Cycle-to-Work Day Challenge."

WHO: Chuck Reed, Mayor of San Jose
Carl Guardino, President and CEO, Silicon Valley Leadership Group
Corinne Winter, Executive Director, Silicon Valley Bicycle Coalition
Tom Werner, CEO, SunPower
Sam Liccardo, San Jose Councilmember and VTA Board Vice Chair
Andy Ball, CEO, Webcor Builders

WHAT: News conference with Bicycling VIPs

WHEN: Thursday, May 7, 12:30 p.m.

WHERE: SunPower, 198 Champion Court, San Jose (Near the solar trackers to the left, after the main entrance)

Biking to work is good for the biker, good for the air, and good for the companies and organizations whose employees pedal instead of driving. Representatives of companies participating in the CEO/Celebrity Cycle to Work Day Challenge, elected officials and bicycling enthusiasts will be present at the news conference to talk about their plans for Bike to Work Day.

Events on Bike to Work Day May 14

- **CEO/Celebrity Cycle-to-Work Day Challenge – May 14th** Silicon Valley CEOs and elected officials will ride to work by bicycle. Participants have agreed to bike to work themselves, to encourage their employees to bike, and to personally host a "Celebration Station" at their work-site for light refreshments for those who bike to work.
- **Bike to Work Day – May 14th** Over eighty "Energizer Stations" will be set up throughout Santa Clara and San Mateo counties to support riders with refreshments, snacks, expert cycling information, and prizes.
- **Bike Away from Work Bash – May 14th** Cyclists will wrap up Bike to Work Day with an evening celebration in downtown San Jose.
- **Team Bike Challenge – May 1 – 31** Biking to work is always more fun when there's someone to bike with. Participants track their bike trips all month long as they compete against other teams to log the most bicycle trips. Sign up at <http://bikesiliconvalley.org>.

