

For Immediate Release

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Take the Green Route – Bike to Work Day is May 14th

May 14th marks the Bay Area’s 15th annual Bike to Work Day when nearly 150,000 commuters are expected to put their feet to the bike pedal. The Silicon Valley Bicycle Coalition invites you to join in the fun with local activities that inspire a greener, healthier, and more economical way to commute.

“Bike to Work Day is all about getting people over the first hurdle so they can see that cycling is easy, it’s fun, and it works,” said Andy Ball, President/CEO of Webcor Builders. “It’s good for you, good for the environment, and a simple way to build a healthier world.”

To help people get rolling with healthy bicycling habits, Bike to Work Day will be full of fun events and challenges to energize your commute.

Bike to Work Day Media Events

On Thursday, May 7th, at 12:30 p.m., to kick off the CEO/Celebrity Challenge a press conference will be held at Sunpower in San Jose. This event will feature Carl Guardino of the Silicon Valley Leadership Group, leader of the CEO/Celebrity Challenge, San Jose Mayor Chuck Reed; Sam Liccardo from the VTA Board, Andy Ball of Webcor, and Corinne Winter of the Silicon Valley Bicycle Coalition.

Bike to Work Day Event Promotions

- **Bike to Work Day – May 14th** - Over 80 “Energizer Stations” will be set up throughout Santa Clara and San Mateo counties to support riders with refreshments, snacks, expert cycling information, and prizes.
- **CEO/Celebrity Cycle-to-Work Challenge – May 14th** - Silicon Valley CEOs and elected officials will ride to work by bicycle and set an example for their employees, constituents, and fans.
- **San Jose Mayor’s Ride – May 14th** - Take a ride with Mayor Chuck Reed and other San Jose officials from Diridon Station to City Hall and see how San Jose’s leader is encouraging bicycling.
- **Bike Away from Work Bashes – May 14th & 15th** - Cyclists will wrap up Bike to Work Day with an evening celebration in downtown San Jose on the 14th and in San Mateo on the 15th.
- **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.
- **Company Bike Challenge – May 1 – 31** - As an extension the Team Bike Challenge, the Silicon Valley Bicycle Coalition will track the points of teams associated with various

companies. Last year's winner was Apple Inc. Give it a whirl and be this year's company to take the lead!

Bike to Work Day Media Angles

Bicycling is environmentally friendly! Most ozone pollution is caused by smog from motor vehicles. Did you know that if you drive a Toyota Camry and live 9 miles from work, you would reduce car emission pollutants by 908 lbs each year by bicycling just one day a week? Bicycling improves the quality of the air we breathe and curbs climate change. Bike to work and be one less car.

Bicycling is healthy! The Surgeon General recommends 30 minutes of moderate physical activity most days of the week. Each year Americans spend billions of dollars on gym memberships and diet gimmicks to get healthy, when commuting by bicycle provides health benefits at no cost. Bike commuting is a great way to get healthy while getting to work. *Contact us for leads if you'd like to connect with people who have lost weight commuting by bike.*

Bicycle commuting is economical! Bicycle commuting is virtually free and saves on gas and vehicle maintenance expenses. If you live 5 miles from work, and bike just one day a week, you'll drive 500 fewer miles a year, saving on gas and maintenance. Making more of your trips by bike can save a significant amount of money. When you add up the cost to purchase, insure, license, and maintain a car, the annual cost of owning a car is around \$8,000, according to the American Automobile Association. Commuting by bicycle only costs about \$700 a year – that's a savings of \$7300 a year. *Contact us for leads if you'd like to connect with people who save money through bicycling.*

Bicycling is great for business! It is estimated that providing free parking costs an average of \$750 per employee per year. Encouraging employees to bike to work reduces this cost while making employees healthier and more productive. Healthier employees miss fewer days of work. Add in the \$240 a year Federal Bike Commuting Benefit and it's easy to see how biking to work makes good economic sense. *We can pair you with one of Silicon Valley's CEOs participating in the CEO/Celebrity Challenge or the Company Challenge for a ride and a great story on Bike to Work Day.*

For more information on Bike to Work Day, see <http://bikesiliconvalley.org>

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