

## 2003 Media Alert

Cascade Bicycle Club Education Foundation presents:

### **WRQ BIKE TO WORK MONTH**

*Festivities Mark Efforts to Reduce Traffic Congestion*

#### **WHAT**

A Cascade Bicycle Club Education Foundation event, WRQ® Bike To Work Month rallies over 7,000 commuters around King, Snohomish and Kitsap counties to start biking to work May 16. Coinciding with National Bike to Work Month, the event raises awareness of the environmental and health benefits of bicycle commuting.

This year's event kicks off the WRQ Bike To Work Month Commute Challenge, for which bicycle commuters may register and win prizes. On WRQ Bike To Work Day, 36 commuter stations will provide information to bicycle commuters, and a morning Celebration Rally - will take place at the grand opening of Bikestation Seattle – an innovative commute facility.

#### **WHEN**

Visit [www.biketoworkday.org](http://www.biketoworkday.org) for full schedule of events

April 30, May 13, 7-9pm **Team Captain Orientations:** at REI Seattle, 222 Yale Ave

Friday, May 16, 6am-9am **WRQ Bike To Work Day** kick-off event with 36 Commuter Stations around King, Kitsap and Snohomish Counties.

Friday, May 16, 8am **Celebration Rally** at Bikestation Seattle, 311 3rd Ave S (across from King St Station)

May 16 - June 15 **Commute Challenge:** A fun month-long commuting program

Fri May 30, 4 - 7pm **UW Bicycle Hubbub Rally** Burke-Gilman Trail @ Brooklyn Ave; music, food, fun

#### **WRQ Bike To Work Month Commute Challenge**

Test your bike-commuting mettle by riding to work as often as you can during Bike To Work Month, May 16 - June 15, 2003. Challenge yourself, your workmates, and other businesses to change commuting behavior. Win prizes by commuting at least eight round trips during the month.

Win recognition for your organization by forming a team of 4-10 riders. Team Captains register the team & enter weekly rider tallies on [www.biketoworkday.org](http://www.biketoworkday.org). to earn free BTWM shirts and an invite to our month-closing "Captains-Only Bash" at Hale's Ales Brewery! Individual riders can still participate too.

#### **Be Part of the Solution! Accept the Commute Challenge!**

Bicycling to work is more satisfying than getting there any other way

Bicycling improves your health and reduces stress.

Bicycle commuting reduces dependence on cars - reducing air pollution, traffic congestion, energy use

Try bicycle commuting for the first time in a supportive environment

#### **Commute Challenge supporters**

2003 honorary co-chairs endorsing the Commute Challenge include:

Greg Nickels, mayor of Seattle; Mike McKinnon, Lynnwood mayor; Richard Conlin, Seattle City Council; Doug Walker, CEO, WRQ Inc; Rosemarie Ives, mayor of Redmond; Val Stouffer, 710 KIRO Newsradio Host; Dave Dederer (Seattle musician with "Presidents of the United States of America").

WRQ Bike To Work Month sponsors include: Adobe, Bikestation Seattle, Clif Bar, Community Transit, Flexcar, Greater Redmond Transportation Management Association, King County Metro, Newsradio 710 KIRO, Puget Sound Energy, City of Seattle, Sakson & Taylor Consulting, Starbucks and WRQ.

#### **CONTACT**

[www.biketoworkday.org](http://www.biketoworkday.org) or 206-522-BIKE x5, or many local bike shops.

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