



FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Bike to Work Week 2008 - Community Leaders and Public Bike Ride

Come join state legislators, county commissioners, council persons, city and state employees, transportation planners, businesses, environmental groups, and other community leaders and citizens as they take to the streets on two wheels to celebrate Bike to Work Week!

What: 2008 Bike to Work Week Community Leaders and Public Bicycle Ride

When: Friday May 16th, 2008

Ride begins at 9:00 am - rain or shine

Brief press event and breakfast for participants at 9:20 am

Breakfast will be available for all cyclists from 7:30 - 10:00 am

Where: The north side of the Bicentennial Mall (on E. Jones St. across from the Legislature Building). The bicycle ride will proceed around the Capitol, down Fayetteville Street, and back around to the start location.

Location for press event and breakfast in case of rain: Raleigh Urban Design Center, 133 Fayetteville St., Suite 100, Raleigh, NC 27603

Who: This event is open to anyone with a bicycle and helmet.

Free breakfast and giveaways for participants and cyclists

Why: To showcase using bicycles as an alternate form of transportation and to highlight bicycle safety. To show support for and encourage local community leaders to support additional cycling amenities in Raleigh, including bike racks and lockers, wide outside lanes, bike paths, bike routes, and "sharrows," or pavement marked to be shared by both autos and bicycles.

"This event is a great way to show community support for funding more cycling amenities in Raleigh and in our workplaces," said Julie Woosley, Chair of the CAMPO Bicycle and Pedestrian Stakeholders Group (BPSG). "As gas prices continue to rise, more people are going to try using other ways to get to work and run errands, and cycling is a great choice for those who want to get in shape or who are concerned about how their transportation choices affect the environment."

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"But we need to create a safe environment for cyclists as we continue to develop our city," Woosley added. In light of the recent bike fatality in Raleigh, and multiple crashes resulting in cyclist injuries in the past few months, this event is also an opportunity to highlight the issue of cyclist safety to the driving public.

JJ Walter of CAMPO agrees. "Safety and awareness go hand in hand," he said. "The more we can raise awareness of the rights and needs of cyclists to the general public, and to the community leaders who make local decisions, the safer our streets will be for everyone who wants to ride."

Organizers say more than 85 participants had signed up to participate as of Tuesday, May 13. "This is just another example of the local support that exists for alternative transportation," said Amy Armbruster of Triangle Transit. This year, internationally celebrated Bike to Work Week falls in the middle of the SmartCommute Challenge, so organizers chose to work with the Challenge to help raise awareness and show support.

Triangle commuters and college students can take the Challenge on-line at www.smartcommutechallenge.org. They can learn more about safe cycling and bike routes at www.GoTriangle.org.

Hosted by: The Capital Area Metropolitan Planning Organization's Bicycle and Pedestrian Stakeholders Group (CAMPO BPSG), and Triangle Transit.

Sponsored by: All Star Bikes, Cycle Logic, Spin Cycle, and Trek Bicycles of Raleigh, and the SmartCommute Challenge.

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