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## **Bike to Work Week Kick-Off Event This Friday, May 8th**

Wake County, NC - (May 5, 2009) - The Capital Area Metropolitan Planning Organization (CAMPO) and Triangle Transit are supporting area cyclists with Bike to Work Week activities for Wake County. National Bike to Work Week is May 11 - 15<sup>th</sup>, but area cycling enthusiasts, families, and commuters are invited to get ready to ride by joining in the fun on Friday, May 8<sup>th</sup> for the Bike to Work Week Kick-Off Event.

The free Bike to Work Week Kick-Off Event is from 3:30 - 7:30 p.m. in the Marbles Kids Museum's courtyard in the 200 block of E. Hargett St. in downtown Raleigh. Friday's event will include a Cycling, Commuter & Environmental Expo with free bike maintenance, great door prizes provided by local cycling companies, and food provided by Roly Poly of Downtown Raleigh and Coca-Cola Bottling Co. There is something for everyone at the Kick-Off Event: a Kids Bike Rodeo to teach children bike safety techniques with free helmets and fittings, an adult ride for both the expert and novice cyclist, and free safety accessories for cyclists of all ages and experience levels.

Bike to Work Week occurs during the annual SmartCommute Challenge, and last year more than 3,000 Capital Area cyclists pedaled to and from work during the week. The Challenge is an annual, non-profit, public service campaign aimed at reducing traffic congestion and improving air quality in the Triangle. The SmartCommute Challenge encourages commuters and college students who work or attend classes in Durham, Wake or Orange Counties to try a smarter, greener commute. Commuters can take the Challenge to try the bus, carpooling, vanpooling, teleworking, biking or walking at least once at [www.SmartCommuteChallenge.org](http://www.SmartCommuteChallenge.org). SmartCommute Challenge representatives will be at the Bike to Work Week Kick-Off Expo, taking pledges from those who wish to use cycling for their alternative commute and registering them for a chance to win a new commuter bike or grand prize of \$2,500 at the end of the Challenge.

For a full listing of all Bike to Work Week events in Wake, Durham, and Orange counties, please visit [www.GoTriangle.org/BTWW](http://www.GoTriangle.org/BTWW).

