



Program Summary

The Bike to Work Week initiative formally started in Abbotsford in 2007; **it is based on Victoria's program-model**. Brand new for 2009, Bike to Work Week is expanding to include the entire Fraser Valley! Essential components include:

- Active promotion of workplace/department teams
- Celebration stations
- An exciting incentive program of prizes
- Education on safe bicycle commuting
- Convenient, free, online registration
- Reinforcing connections between energy consumption, environmental health, and personal health
- Actively growing an enthusiastic cycling network focused on attracting new riders

Why is Bike to Work Week Fraser Valley Important?

Bike to Work Week promotes the use of the bicycle as a healthy and fun mode of transportation to work. Problems associated with excessive single occupant vehicle use are creating environmental and transportation problems in the Fraser Valley.

Many commuters own bicycles, but the thought of cycling to work seems impossible to them. Bike to Work Week aims to break down those perceived barriers by creating a week-long environment of encouragement and support.

Our goal is to get people to try cycling to work for the first time because we are confident that most will like it. Testing it will help people overcome perceived barriers; it can be a transforming experience for the potential commuter cyclists.

How does Bike to Work Week Work?

Almost every workplace has at least a few employees who currently cycle to work. These employees are valuable resources and they are recruited to become our team leaders. We hold team leader workshops to educate and motivate these team leaders.

Team leaders organize their workplaces into teams and register their teams online and record their progress online for chances to win prizes.

When is Bike To Work Week Fraser Valley?

Bike to Work Week runs from May 11-17, 2009 but promotion events start as early as March 3. All participating communities in BC are running Bike to Work Week during this week to ensure the broadest media campaign to date.

Who Participates in Bike To Work Week Fraser Valley?

Our target demographic is males and females working in all sectors of the Fraser Valley.