



Box 8837, Victoria BC V8W 3S3 / Tel. 250-920-5775/ Fax. 250-920-5773 / www.biketowork.ca

Media Advisory

Victoria – 15th Annual Bike to Work Week Kick-off Event

When: Tuesday April 7, 2009. 11:30am-12:30pm

Where: Victoria City Hall Council Chambers.

What: A fun, free, community event to kick-off the countdown to the 15th annual Bike to Work Week. Bike to Work Week will be May 11 and ending May 17, 2009.

Why: To build excitement and momentum for Bike to Work Week, a community event that benefits our local economy, personal health, and local air quality

Eye/Ear Catching Event Components:

- Unveiling the poster
- Mass donning of event T-shirts
- Workplace challenges
- A poetic "Ode to our Sponsors"

Notable Attendees will include:

John Luton – Acting Mayor for City of Victoria
Chris Nielsen – Senior Manager, HR, CRD
Sponsors
Team leaders & other community members

Contact:

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Bike to Work Week Background

Biking to work is an ideal opportunity for many people to combine exercise with already committed travel time. Those who live within 7 kilometres of work can usually cover this distance in approximately 30-35 minutes.

Bike to Work Week aligns well with BC-wide goals to increase the number of active individuals in BC, 20% by 2010. Biking to work is a fun and easy way to support both of these initiatives.

2009 Goals

Victoria - 6,500 registered cyclists, 1,300 new riders

BC-wide – 30,000 registered riders, 5,500 new riders

Safety Training

For those presently cycling and for new cyclists 18 years and older, Bike to Work Victoria offers free safety training. Spring courses will be held the following dates:

- Sat. April 25 (UVic)
- Sun. April 26
- Sun. May 3
- Sat. May 9 (UVic)
- Sun. May 10
- Sun. May 24

*All courses will be held downtown unless otherwise noted.

Participants must pre-register at www.biketowork.ca

BC Participation:

Across BC, more than fifteen communities are hosting Bike to Work Week from Monday May 11 – Sunday May 17, 2009.

Campbell River
Central Okanagan
Comox Valley
Cowichan Valley
Fraser Valley
Kamloops

Nanaimo
Penticton
Prince George
Prince Rupert
Revelstoke
Smithers

Squamish
Vancouver
Victoria
Whistler