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Attn: PSA

For Immediate Release

Tuesday April 19, 2011

Six Weeks until Bike to Work Week 2011! Greater Victoria's 17th Annual Event!

Greater Victoria - The six-week countdown for Bike to Work Week 2011 begins on Tuesday April 19th. This year Bike to Work Victoria's goal is to have more than 1,100 people try commuter cycling for the first time!

NEW This Year!!

The "Commuter Challenge" bike vs. car "race" will be held one week before Bike to Work Week on **Wednesday, May 25**.

Teams plan their own starting point and "race" following the rules of the road to Starbucks's Coffee @ Fort & 1099 Blanshard Street. They will be arriving between 7:45-8:15 am. This fun event demonstrates that cycling is convenient & comparable in time to driving.

Registration for both the Commuter Challenge and Bike to Work Week 2011 will be open at www.biketowork.ca/victoria beginning April 19th, 2011.

Bike to Work Week is May 30 – June 5, 2011. The beginning of summer is a great way to start a new habit – Biking to Work! This time of year is notorious for climbing gas prices. But, the most important reason people cycle commute is that it's fun, convenient and a great way to get regular, daily exercise!

The benefits? Using time more effectively, better energy, increased motivation, reduced stress, weight loss, and, with better weather and longer days, it's a great way to spend more time outside!

For convenience, cycling is often the better option than driving as it's always door-to-door & parking is FREE!

"With many major infrastructure changes presently occurring throughout Greater Victoria, Bike to Work Week provides an opportunity to experience the fun and convenience of bicycle commuting and avoid sitting in an idling vehicle for long periods of time," says Robert Wickson, President of the Greater Victoria Bike to

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Work Society, “We are encouraging more new riders to get involved and experience the many benefits of commuter cycling!”

“There are many reasons why Greater Victoria Bike to Work Week has grown from 50 teams and 500 participants in 1997 to 650 teams and 6,000 participants in 2010,” says Frank Hudson, Executive Director. “It’s fun, economical, and good for your health. I urge everyone to try it this year!”

And, did you know that by simply integrating cycling into their daily commute a person can:

- Burn off the equivalent of 11 pounds of fat in a year (based on a 15-minute bike ride to and from work five times a week)?
- Reduce depression and stress, improve their mood, raise their self-esteem and generally feel happier?
- Arrive to work more awake and ready to go? Physically active individuals tend to take fewer sick days than less active or inactive people.

BC Scope

The Greater Victoria Bike to Work Society is pleased to partner with Bike to Work BC to assist with the growth of Bike to Work events throughout BC.

“We are delighted that Victoria will be one of the 17 communities organizing Bike to Work week events throughout our province this year,” said Dr. Richard Backus, president of Bike to Work BC, “We would particularly like to thank the Province of BC for funding support,” he added.

Bike to Work BC is a not-profit organization dedicated to coordinating and supporting bike to work programs throughout British Columbia.

“The B.C. government supports Bike to Work Week because it’s healthy for the planet and healthy for people who get out and ride,” said Environment Minister Terry Lake. “I hope this year’s event is a great success because every little bit helps bring British Columbia closer to reaching our climate action goals.”

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