



PRESS RELEASE

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Shasta Family
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Simpson University

Turtle Bay
Exploration Park

University of
California Cooperative
Extension

Viva Downtown

Whiskeytown
National Recreation
Park

Date: February 8, 2011
Contact: Amy Pendergast, 229-8243

How Would a Bicycle Change Your Life?

Shasta County – Want a green commute but lack the green for a new bike? Write an essay describing how a new bicycle would change your life and enter for a chance to win a brand new Trek bicycle. The “How would a bicycle change your life?” essay contest is intended to encourage local residents to think about how using a bicycle for transportation could influence their health and their communities.

Adults may enter by writing a short, original 500 word or less essay and students in 4th to 8th grade may enter by writing a 300 word or less essay discussing what they would do with a new bicycle and how it would change their life. A brand new eco-friendly Trek Belleville bicycle with panniers will be awarded to the winning adult essay and a youth sized Trek bicycle will be awarded to the winning student. Entrants must live, work or go to school in Shasta County to qualify.

The bicycle essay contest will run in conjunction with Turtle Bay Exploration Park’s Sustainable Choices exhibit from February 5 through April 10. The adult prize, an eco-friendly Trek Belleville bicycle with panniers will be on display at Turtle Bay along with information about living a greener and more sustainable life.

“We hope the contest will encourage people to consider human-powered transportation, such as bicycling and walking, when taking short trips – which offers benefits both to their personal health and the health of the planet,” states Amy Pendergast of Healthy Shasta.

Essay entry forms and more information about the contest will be available at www.healthyshasta.org, The Bike Shop and Turtle Bay Exploration Park starting February 5, 2011. The deadline to enter the contest is April 10, 2011. The judges of the contest will be comprised of the Shasta Cascade Bicycle Coalition and other community members. The winners will be announced during Bike Commute Week in May 2011. Bicycles will be provided by The Bike Shop, Healthy Shasta, and Safe Routes to School.

Healthy Shasta is a partnership committed to making healthy eating and physical activity choices easier where you live, work and play. Visit www.healthyshasta.org for more information.

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