

# *Bike Month Planning Group*



*Shasta County, CA*  
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## **PRESS RELEASE**

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## **JOIN THE BIKE CHALLENGE** **Register your team by April 21<sup>st</sup>**

SHASTA COUNTY – Now is a great time to register for the 2014 Bike Challenge! Participants will be entered into a free drawing each day they ride a bicycle to work, school, errands and other destinations from May 3 to 18. It's that simple.

Team captains who register by April 21<sup>st</sup> with at least 5 team members will receive a Team Captain Kit to help their worksite or school based team succeed. One worksite will be named "Bicycle Friendly Employer of the Year" and the top performing team will receive a free bike rack, along with bragging rights.

Form a team or register as a participant at [www.healthyshasta.org/bikechallenge](http://www.healthyshasta.org/bikechallenge).

In addition to the Challenge, the May is Bike Month Calendar features a wide variety of great events for all ages and riding styles. Most Bike Month events are free. A few examples include:

- Bike-In Outdoor Movie with Enjoy and Shasta Arts Council
- Shasta Living Street's Family Bicycling Day and various events
- Valet bicycle parking with free pancake breakfast tickets from Shasta Wheelmen
- Bike to School Day on May 7
- Energizer Stations for fuel your ride
- Ride with a Transportation Official
- Group rides, socials, races, and more!

Details about these and many more events are available on the Bike Month calendar at [www.healthyshasta.org/bikechallenge](http://www.healthyshasta.org/bikechallenge) and updates will continue to be posted on Facebook at Shasta County Bike Month Challenge.

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### ***Bike Month 2014 & the Bike Challenge is organized and supported by:***

*Healthy Shasta, Shasta Living Streets, Shasta Wheelmen, Shasta Safe Routes to School, Shasta Regional Transportation Agency, Caltrans District 2, Redding Area Bus Authority (RABA), Ride on Race Series & Blazing Saddles, and individual volunteers. With support from: Chain Gang, Enjoy Magazine, First 5 Shasta, Shasta Early Literacy Partnership, Sports LTD, The Bike Shop, Abby Jeanne Jewelry, Bikes Etc, Brew Craft Coffee, Country Organics & Roots Juice Bar, Cyclopedia, Kaleidoscope Coffee Company, Redding Rancheria, Sanchez Jewelry, Trails & Bikeways Council of Greater Redding, Turtle Bay Exploration Park, Village Cycle, Rose Center, Shasta Arts Council, Starbucks, and Sports Authority.*