

# Bike Month Planning Group



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## PRESS RELEASE

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### JUST IN TIME FOR BIKE EVERYWHERE FRIDAY... BIKE CHALLENGE ENROLLMENT TOPS 550

SHASTA COUNTY – This year’s Bike Challenge is more competitive than ever, with over 550 participants bicycling to work, school, errands and everywhere! Who is stepping up the Challenge? Seasoned riders logging serious miles, as well as many community members hoping on a bicycle for the first time in a long time. Some trips are as short as a half mile, the Bike Challenge is designed for everyone!

Locally, National Bike Week activities will peak on May 16<sup>th</sup> with Bike Everywhere Friday. Highlights include:

- **Valet bicycle parking and free breakfast tickets** to the first 150 people to arrive by bike at the Rodeo Week Pancake Breakfast
- **Ride with a Transportation Official** to discuss upcoming projects downtown and share your vision at noon, meet at the covered picnic area in Lake Redding Park
- Check out **Energizer Stations** with free refreshments when you arrive by bike at Brew Craft Coffee, Kaleidoscope Coffee (Anderson and Redding locations), and Country Organics with Roots Juice Bar (times vary)
- **Yoga for Bicyclists** at House of Yoga
- **Happy Hour and Bicycle Commuter Festival** with Shasta Living Streets, at Carnegie’s
- **Bike-In Outdoor Movie** with Enjoy Magazine and Shasta Arts Council, in the Market Street Promenade (lawn area at the north end). Several people featured in the film will be present.

Yes, that’s all on one day. There is more happening throughout the week!

The 2014 Bike Challenge continues through May 18. Participants have a chance to win prizes for each day they ride during the Challenge and teams compete for glory and to earn a bicycle rack. It’s not too late to join the fun.

Visit [www.healthyshasta.org/bikechallenge](http://www.healthyshasta.org/bikechallenge) for all Bike Month details or to register for the Bike Challenge. Updates are 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, Cyclopeda, 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.*