

Shasta Cascade Bicycle Coalition

Redding, California

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PRESS RELEASE

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BIKE COMMUTE CHALLENGE BIGGER THAN EVER Sports LTD Named Bicycle Friendly Employer of the Year

SHASTA COUNTY – The 2013 Bike Commute Challenge was bigger than ever with 477 participants riding a combined 21,563 miles between May 5 and 18. Those miles prevented approximately 19,946 pounds of carbon dioxide emissions and 280 pounds of other pollutants from being released into the air. Participants saved nearly \$4,000 by not using 1,027 gallons of fuel. Not only were fewer cars on the road for the 2,094 trips participants took by bike rather than driving, but bicycle commuters also got energized, burned calories, and enjoyed being on a bicycle instead of behind the wheel.

With over three-quarters of their employees participating in the Challenge, Living the Dream (Sports LTD) was the top team in the Challenge, with Mercy Medical Monstrous Milers coming in second.

Sports LTD was named Bicycle Friendly Employer of the Year, a result of having a highly successful team plus all that is done to encourage employees to commute by bike. Sports LTD has an onsite shower with towel service, indoor bicycle parking and, during the Challenge, the Team Captain's wife provided fresh baked treats and fruit to employees who rode to work. The Team Captain reports that 'there was a lot of peer pressure' and that one employee who is not a bicyclist commuted 300 miles during the Challenge, inspiring others to give it a go.

Top performing teams by category include:

- Schools: RSA Foxes and Boulder Creek Bicycling Bears
- Small: California Department of Public Health – Drinking Water and Team Anonymous
- Medium: Living the Dream (Sports LTD) and Out Spok'n (Shasta County Public Health)
- Large: Mercy Medical Monstrous Milers and Shasta Knight Riders (Shasta College)

Full results are available at www.healthyshasta.org/bikechallenge.

The 2013 Bike Commute Challenge & Bike Month is made possible by Shasta Cascade Bicycle Coalition, Healthy Shasta, Safe Routes to School, Shasta Wheelmen, Redding Mountain Biking, Chain Gang, Village Cycle, The Bike Shop, Trails and Bikeways Council, RABA, Sports LTD, Turtle Bay Exploration Park, Starbucks, Sports Authority, Cyclopedia, Brew Craft Coffee, The Best Little Sandwich Shop, Sanchez Jewelry, Country Organics, Abby Jeanne Jewelry, From the Hearth, Kaleidoscope Coffee, Shasta Regional Transportation Agency, Grilla Bites, Shasta Living Streets, First 5 Shasta, Redding's Ultimate Pizza, Trudi Pratt, Blazing Saddles and community volunteers.

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