

Celebrating May as Bike Month in Maine!



From The League of American Bicyclists “May is Bike Month” Guide
http://www.bikeleague.org/programs/bikemonth/pdf/national_bike_month_guide.pdf

Breakfast or Energizer Rally — Work with local restaurants and grocery stores for sponsorship or donation of various food items. Be considerate of the time requirements of community employers when selecting the time for your meal. Remember to consider bicycle parking and restroom facilities and trash collection.

Bike to ... Events — Encourage the use of the bicycle for transportation by working in partnership with local retailers and event promoters to offer special discounts to customers arriving by bicycle. Remember to consider bicycle parking availability and security when working with merchants.

Bike Mentors — This ride-matching service provides novice cyclists with names of experienced commuters in their community who can accompany them on their commute.

Ride with the Mayor — It is helpful to put local politicians on bikes to show their support for Bike to Work Day. Use this opportunity to showcase good facilities in your area, tour the local trail system, and show the elected official how important it is to maintain facilities.

Company Commuter Challenge — Employers, grouped by the total number of employees, compete for the highest percentage of bike commuters. Winning company employees are awarded prizes donated by local vendors or certificates of achievement. The company receives a plaque and is featured in the local press.

Bike Commuting Incentives — Work with local vendors to provide prizes for Bike to Work Day participants. Possible prizes include: bikes, accessories, lights, racks, bags, airline tickets, and gift certificates to various local businesses. If sponsorship permits, have T-shirts or reflective commuter vests produced promoting the sponsors.

Commuter Convoys — Identify several meeting locations for suburban commuters to group and ride into the city together. Make arrangements for an experienced bike commuter to lead from each location and ride to



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the Breakfast Rally celebrating their successful trip.

Communities Commuter Challenge — Salem, Ore., Olympia, Wash. and many other cities host commuter challenges where businesses compete to have the highest percentage of employees who pledge to Bike to Work every day of bike week. Bonus points are given to companies with bicycle parking, safety materials, and showers and changing facilities.

Ride with the Mayor — It is helpful to put local politicians on bikes to show their support for Bike to Work Day. Use this opportunity to showcase good facilities in your area, tour the local trail system, and show the elected official how important it is to maintain facilities.

Host a Smart Cycling Class — Reduce bicycle crashes, increase ridership, boost rider confidence, improve bicycling for transportation, and have fun through League Smart Cycling classes in your community. League Cycling Instructors offer a wide variety of classes for any audience. Classes include Commuters, Group Rides, Bicycle Rodeos, Traffic Skills and more. Recreational clubs can sponsor group-riding clinics and advocacy organizations can sponsor classes for public officials. Schools can use LCIs to offer safe riding classes or organize a Bike to School Day.



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Press Exposure Place an article or series of articles in the local paper discussing May as Bike Month and /or discussing bike safety, commuting tips, your favorite ride, etc. Here is a generic press release you can edit for your purposes:

FOR IMMEDIATE RELEASE

DATE

Contact: [Name]

Phone: [number]

Email: [email]

Website: [web site]

[Date] is Bike toWork Day in [City, State]

Help Us Celebrate National Bike Month

[City, State] —With spring in the air, [City] and the Bicycle Coalition of Maine, announce that May is National Bike Month, May 13-17 is Bike to Work Week and Friday, May 17 is Bike To Work Day. The Bicycle Coalition of Maine (or your local group) urges everyone to bike to work or try cycling for fun, fitness or transportation. [If you're planning an event, provide details here]

Jim Tasse, Education Director of the Bicycle Coalition of Maine, adds about bike commuting that, "Biking to work is an efficient and fun way to get the exercise you need, without having to find extra time to work out. And this year, with gasoline prices as high as they are, biking to work makes more sense than ever." For more information visit www.bikemaine.org.

Following are some tips that will help you enjoy biking to work more.

- Have your bike checked over by your local bike shop
- Always wear a helmet to protect your head in the event of a crash
- Ride in the right-most lane that goes in the direction that you are traveling
- Obey all stop signs, traffic lights and lane markings
- Look before you change lanes or signal a turn; indicate your intention, then act
- Be visible and predictable at all times; wear bright clothing and signal turns

Note to Editors

[Include background info on your organization and the League here.]



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Proclamation of May as Bike Month — Ask your Mayor, City Council or Governor to officially proclaim May as National Bike Month. Here is a sample proclamation:

WHEREAS, for more than a century, the bicycle has been an important part of the lives of most Americans; and

WHEREAS, today, millions of Americans engage in bicycling as an environmentally sound form of transportation, an excellent form of fitness, and quality family recreation; and

WHEREAS, the education of cyclists and motorists as to the proper and safe operation of bicycles is important to ensure the safety and comfort of all users; and

WHEREAS, the Bicycle Coalition of Maine and independent cyclists throughout our state are promoting greater public awareness of bicycle operation and safety education in an effort to reduce accidents, injuries and fatalities; and

WHEREAS, [city] recognizes the economic, quality of life, health and recreational benefits of being a bicycle friendly community,

NOW, THEREFORE, WE, [Name], Governor of [State], and [Name], Mayor of [City], do hereby proclaim, the month of May [Year] as [City, State]BIKE MONTH

In [City] and command its observance to all citizens.

WITNESS OUR HANDS and the official Seals of theCity of [City].

Signature