

FOR IMMEDIATE RELEASE

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MAY IS BIKE MONTH IN BRYAN/COLLEGE STATION

APRIL 30th IS BIKE-TO-WORK DAY

Approximately 15,000 to 20,000 citizens of Bryan/College Station use bicycles for transportation each weekday. In recognition and celebration of this, the Brazos Valley Cyclists and the League of American Bicyclists, the national organization of cyclists, announce that May is National Bike Month. To kick National Bike Month off, April 25-30, 2004^h is Bike-to-Work Week. **Friday, April 30th is Bike-to-Work Day.** Mayors Jay Don Watson and Ron Silvia along with the City Councils of both Bryan and College Station urge everyone to Bike-to-Work or try cycling for fun, fitness or transportation. Because so many companies in Bryan/College Station have casual Friday, recognizing Bike to Work Day on Friday April 30th will encourage employer support.

Elissa Margolin, Executive Director of the League of American Bicyclists, said, "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."

This year, the Brazos Valley Cyclists are initiating an inaugural bicycle giveaway. The Brazos Valley Cyclists have partnered with Project Unity in Bryan to deliver a commuter ready, Trek 800 bicycle to someone in need of transportation. This bicycle is equipped with front and rear lights, a rear rack and the recipient will receive a coupon for a bicycle helmet, redeemable at Cycles, Etc. for a bike helmet. The presentation will occur at 1:00 pm at Freebird's Northgate. Ella McGruder of Project Unity will be on-hand to accept the bicycle.

Jeannie McGuire, President of Project Unity is very excited about this inaugural program. One of the missions of Project Unity is to help families eliminate barriers that keep them from reaching their goals and improving their lives. One of the major hurdles is often transportation to and from work. With the bicycle provided from Brazos Valley Cyclists, one family in our community will be able to overcome the transportation barrier and help themselves.

The Brazos Valley Cyclists intend to grow the bicycle giveaway in order to continue helping our community while promoting safe, alternative transportation in Bryan/College Station. If you have a bicycle that needs a new home, please contact bike giveaway coordinator, Billy S. Cox, Jr. at billycox@mindspring.com

Participating cyclists should ride to Freebirds (Northgate) between 11:00 a.m. and 2:00 pm. Freebird's (Northgate) will provide a regular burrito to all cyclists who arrive on their bicycles. Also, Shipley's Donuts will provide donuts and coffee to morning bicycle commuters at both Bryan/College Station locations.

Local sponsors include:

Freebirds World Burrito
Cycles, Etc.
Shipley Donuts
Texas A&M Transportation Services

Following are some safety and other 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

ABOUT BRAZOS VALLEY CYCLISTS

The Brazos Valley Cyclists is a cycling club based in Bryan/College Station, Texas. The Brazos Valley Cyclists organize and advertise rides and social events, as well as represent cyclists' interests to local government. The Brazos Valley Cyclists are affiliated with and encourage membership in the [Texas Bicycle Coalition](#) and the [League of American Bicyclists](#).

The Brazos Valley Cyclists was founded in the early 1990s. Since that time, the Brazos Valley Cyclists have worked with city planners to help develop bicycle transportation infrastructure for recreational and commuting cyclists.

In October 2003, College Station was designated as a Bicycle Friendly Community (Bronze Level) by the League of American Bicyclists. The Brazos Valley Cyclists also put on the annual Bike to Work Day celebration, organize a summer time trial series, and coordinate a number of weekly training and recreational rides.

For more information, visit <http://www.brazoscyclists.org/btwd.html>