



Immediate Release

March 20, 2009

Rack and Roll Riders!

(Abbotsford, BC) Bike to Work Fraser Valley just keeps *accelerrrrrating*. From in-class to on-road commuter cycling classes, and now to the Commuter Challenge! This challenge is a race between a Transit Bus, Car and Cyclists. Who do you think will win?

The race takes place at the official Bike to Work Fraser Valley Kick-off on April 2 at 4:00 pm at Thunderbird Memorial Square—just outside of Abbotsford City Hall. Fun and excitement is what it's all about with confirmed speeches from Abbotsford Mayor George Peary and Mission Mayor James Atebe.

Abbotsford, Mission and Chilliwack residents are invited to attend this free kick-off and enjoy snacks and drinks and also learn how to use the bus bike racks. Many Fraser Valley residents don't know that our buses have bike racks, and that riders can 'rack and roll' as a commuter option. A bus rack allows everyone to bike, whether they live 2km or 20 km from work; and, increased commuter service that was just added in September 2008 is certain to cater to even more residents.

As with the in-class and on-ground commuter cycling courses, the demonstration is another way to help reduce perceived barriers that discourage people from trying to cycle to work. Mark Raymond, Waste Management Technician with BC Ministry of Agriculture and Lands is a new cyclist who recently overcame these barriers himself: "I just started cycling to work last year, which was the first time I had rode a bike since I was a kid. Bike to Work Week was the motivator that got me started—well that and escalating gas prices. I continued riding to work throughout the summer and now have my own bike. I am looking forward to getting back on the road with the spring weather."

Some of the benefits addressed at the kick-off include time and shortcuts that vehicles can't take as well as intrinsic benefits. According to Christoph Reiners, Pastor of Peace Lutheran Church he says, "I cycle to work for the fun, exercise, environment, and because it doesn't cost up to a \$1.00 a litre. Believe it or not, cycling in the city is just as fast as driving!"

And, for those who never seem to find the time to squeeze in a workout, cycling to work targets this dilemma, as it can often be done in 30 minutes or less—which is the average time many people dedicate to a regular commute.

For more information about Bike to Work Fraser Valley, held May 11-17 in all BC communities, please go to http://www.biketowork.ca/fraser_valley/btww.

--30--

Media contact:

Sue Vince

Co Chair of the Abbotsford Cycling Action Group (ACAG)

Phone: 604 853 6955

Email: ACAG@telus.net



AND THE RACE IS ON!
Bike Work Week Fraser Valley
Kickoff

Thursday, April 2 at 4 pm
at Thunderbird Memorial Square

32388 Veterans Way, Thunderbird Memorial Square, Abbotsford, BC V2T 0B3
(Civic Plaza, outside Abbotsford City Hall)

Enjoy

- ✓ A ceremony with keynote speakers
- ✓ A 'transit bus bike-rack' demonstration
- ✓ An exciting **commuter race between bikes, a car, and a bus**
- ✓ Food and beverages

On-Road Commuter Skills Course starts at 6pm following the Kick-Off Event.
Call to Register between 8am - 2pm: 604.870.3764 RSVP is Required

www.biketowork.ca

Join us as we shout out Bike to Work Fraser Valley!

Project partners in promoting environmentally friendly transportation:



Vancity

