



Box 8837, Victoria BC V8W 3S3 / Tel. 250-920-5775/ Fax. 250-920-5773 / [www.biketowork.ca](http://www.biketowork.ca)

## Media Advisory

### Greater Victoria – 17<sup>th</sup> Annual Bike to Work Week Kick-off Event

**When:** Tuesday April 19, 2011. 11:30am-12:30pm

**Where:** Victoria City Hall Council Chambers.

**What:** A fun, free, community event to kick-off the six-week countdown to the 17<sup>th</sup> annual Bike to Work Week event. **Bike to Work Week will be held May 30 – June 5.**

**Why:** To begin building excitement, anticipation and momentum for Bike to Work Week 2011, a fun community event that benefits our local economy, personal health, and local air quality.

#### Eye/Ear Catching Event Components:

- New exciting announcements pertaining to cyclists in our community
- Announcement of new province-wide cycling related programs
- Unveiling the event poster
- Mass donning of event T-shirts
- A sense of celebration & pride in our community

#### Notable Attendees will include:

Elected officials and senior staff from all levels of government  
Community Leaders  
Sponsors  
Team leaders

#### Contact:

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## Bike to Work Week Background

Biking to work is a fun and easy way for many people to combine exercise with already committed travel time. People living within 7 kilometres of work can usually cover this distance in approximately 30-35 minutes. Some of the benefits to individuals who integrate commuter cycling into their daily routines are weight loss, increased stamina & health, a greater sense of connectedness to the community, reduced stress, and financial savings!

Bike to Work Week aligns well with the Province of BC's on-going goals to increase the number of active individuals across British Columbia.

### 2011 Goals

**Greater Victoria** - 6,500 registered cyclists, 1,100 new riders

### Safety Training

For those presently cycling and for new cyclists 18 years and older, Bike to Work Victoria offers free cycling safety training. Spring courses will be held throughout May & June. Information and schedules will be available at [www.biketowork.ca/victoria](http://www.biketowork.ca/victoria). Registration is required.

### BC Participation:

Across BC, 17 communities are hosting Bike to Work Week from Monday May 30 – Sunday June 5, 2011.

Campbell River  
Central Okanagan  
Comox Valley  
Cowichan Valley  
Fraser Valley  
Greater Victoria

Kamloops  
Kootenays  
Metro Vancouver  
Nanaimo  
North Okanagan  
Parksville

Penticton  
Powell River  
Prince George  
Revelstoke  
Sunshine Coast