



# BIKE TO AND SCHOOL WORK WEEK

**May 29 – June 4, 2017**

## **For Immediate Release**

**Nanaimo, Friday June 2<sup>nd</sup> 2017**

Nanaimo, BC – Today is the wrap-up BBQ for Bike to Work and School Week 2017 and the results so far is an all-time new record in the number of participants. Up by **20%** from 2016 this year a record number of Nanaimo residents – **800+** cyclists including 163 new riders – opted for a healthy non-polluting and fun way of getting to and from work.

The Greater Nanaimo Cycling Coalition would like to thank everyone who had a hand in making this year's event a great success, in particular our sponsors and volunteers on the Bike to Work Week Committee who organized the exciting line-up of special events including the Kick-Off at Country Grocer and TD Bank on Bowen Road. A very special thanks to our Mayor Bill McKay who took on the challenge and commuted from home to City Hall every day for a week. And to Council members Ian Thorpe and Diane Brennan, MLA Leonard Krog and Doug Routley, who lend their support at the Kick-Off event.

We thank the City of Nanaimo, BC Government, Island Health, School District 68, TD Bank for their financial support and the many sponsor donors such as Cobs Bread, Starbucks coffee, Arrowsmith Bikes, Rock City Cycles, Island Radio, VeloFix.

During Bike to Work Week, from Monday May 29 to Friday June 2<sup>nd</sup>, 12 Celebration Stations were located on the E & N Trail and other strategic bicycle routes, offering refreshments, free bike tune-ups, loads of prizes, and valuable tips and resources. Celebration hosts included Island Health, Vancouver Island University, Cobs Breads, TD Bank, Country Grocer, CMHA, Madman McKay, PowerPlant, VéloFix and City of Nanaimo.

The results of Bike to Work Week are clear – cycling is a viable way of commuting to work, offering great health benefits, significant cost savings and most of all, it's FUN.

We applaud the employers who encourage their employees to participate in alternative transportation and who assist their employees by providing secure bicycle parking and dress/shower facilities. The Greater Nanaimo Cycling Coalition, as part of its on-going efforts to increase cycling throughout the year, will be working with local businesses to promote cycling many benefits which include lower absenteeism and turnover, higher productivity, and improved loyalty and morale. Biking to work also has the unique ability to promote employee health and wellness and environmental sustainability at the same time, helping to the make any organization a desirable, sought-after employer.

Bike to Work Week Celebrations are over but your commute is not. Join the hundreds of cyclists who arrive with a smile on their faces at work. If you're an employer or an employee and want to start cycling to and from work this summer, contact the Greater Nanaimo Cycling Coalition at [info@bikesense.org](mailto:info@bikesense.org) or [gncc@shaw.ca](mailto:gncc@shaw.ca)

## About the Greater Nanaimo Cycling Coalition

The Greater Nanaimo Cycling Coalition is a non-profit organization helping people cycle more through encouragement of better cycling facilities, education, motivation and celebration. More cycling means a healthier, happier, more connected community.

Formed in 1996, the GNCC is a committed group of people who believe cycling should be accessible, safe, and fun for all, from the very young to our growing senior population and everyone in between. The GNCC believes that cycling builds strong communities, improves our health, and helps create a better urban environment. The GNCC works cooperatively with other community groups to organize events and to achieve common goals. We are a partner in the Nanaimo Regional Rail Trail Partnership and work with other stakeholders to organize the Bike to Work Week and Bike + Walk to School Week. For more information visit the GNCC website at [www.bikesense.org](http://www.bikesense.org)

Funding for this event is provided by the BC Government, City of Nanaimo, Island Health, Nanaimo School District and our local sponsors.

### Contact Information:

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**Bike to Work** | REGISTER FREE AT **biketowork.ca**  
& enter to win a Trip Cycling the Dalmatian Coast in Croatia & other great prizes!