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## Media Advisory

For Immediate Release

Tuesday Oct 6, 2015

### 2015 Fall Bike to Work Days Successfully Rolling

**Victoria, BC** – Fall Bike to Work Days successfully kicked off this morning with over 150 participants at Selkirk Trestle South along the Galloping Goose trail being rewarded for cycling to work. Free breakfast sandwiches were served by Floyd's Diner on fresh COBS buns. Hot Starbucks coffee and Save On Foods fruit were served as Trek Bikes offered bike maintenance. Prize ballots were completed for over \$1,500 in prizes to be won.

Similar to spring Bike to Work Week, which originated in Victoria 21 years ago, these days are designed to celebrate those who already pedal 2 wheels and encourage others to try it. Morning and afternoon Celebration Stations are a place for cycle commuters to mingle, be rewarded and encouraged with free snacks, beverages, bike shops, prize draws and fun.

Cycling can be easily infused into the repertoire of many people on their commute to and from work. People living within 7-10 km can typically cycle to work in 20-25 minutes; arriving earlier or at the same time as driving, feeling more energized and alert.

"Expanding our fall event from 1 to 2 days, Fall Bike to Work Days encourage people to continue to experience the benefits of cycle commuting after the summer ends" says Theresa Gulliver, Executive Director of the Greater Victoria Bike to Work Society. "By creating an enthusiastic, supportive environment, we highlight the opportunity to cycle year-round."

All events are free and no registration is required. Cyclists can visit 4 Celebration Stations Oct 6-7 including a new location in partnership with the Intercultural Association of Greater Victoria and the Victoria Immigrant and Refugee Centre Society.

4 Celebration Stations will be held:	OCT 6	Selkirk Trestle South. 7-9 am Intercultural Association of Greater Victoria. 3-5 pm
	OCT 7	UVic Main Fountain. 7:30 – 9:30 am Esquimalt Municipal Hall. 4-6 pm

## Contact

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