

May 2012

Dear Business Owner,

Each May, the Centre Region Bicycle Coalition joins the League of American Bicyclists in celebrating National Bike Month. **Friday May 18**, in particular, **is Bike-to-Work Day**. This year, we'd like to enlist the help of Centre Region businesses in encouraging local residents to use their bikes that day, whether it be for going to work, play, or running errands.

We're not asking for a direct monetary donation. Instead, we ask you to offer some small incentive for a cyclist to stop by your place of business that day. A percent-off coupon, a special discount available just that day, or a single item at a reduced price – whatever works for you and your business.

In return, your business will be acknowledged on our website, Facebook page, print media, and in our member communications as a "Bike-to-Work Destination Business".

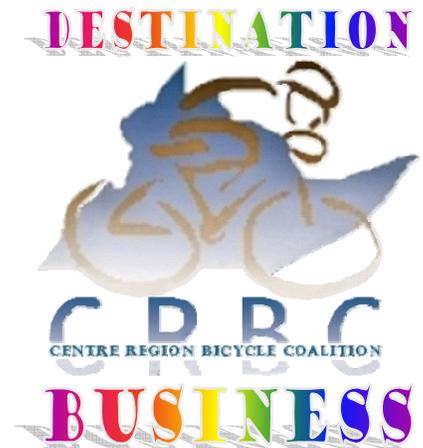
We'll leave it up to you to determine "eligibility" of a patron: whether you can see them come to your business on a bike, or ask to 'show-us-your-bike', produce their helmet, or bike shoes, pannier, etc.

And even if you don't want to participate as a Destination Business, we encourage you to encourage your employees to ride their bikes to work that day, too. Our region's first Bicycle Friendly Business, Videon-Central, Inc. found that encouraging cycling and other activities made their workforce more healthy, happy, and productive – and they've saved on their health care costs, too.

Please e-mail me [here](#) or call 814-404-5087 by May 10 if you are interested in participating.

Thanks and happy riding,

Paul Rito, President



**More about The Centre Region Bicycle Coalition (CRBC):**

The Centre Region Bicycle Coalition (CRBC) was formed in the spring of 2000 and it has played a significant role in obtaining new bicycling facilities such as bike lanes and paths, bike parking, and bike racks on CATA buses. CRBC was the motivating force for the 2012 regional application for Bicycle Friendly Community (BFC). In 2011 CRBC worked with PA-DOT to remove those horrible side-road rumble strips that had been installed on many of our rural roads. CRBC continues to work with elected and appointed public officials to make them responsive to cyclists' needs and more aware of the contributions that cyclists make to quality of life in the Centre Region. The CRBC agenda continues to build on past successes with plans for:

- ❖ Providing up-to-date information at [www.centrebike.org](http://www.centrebike.org)
- ❖ Collaborating with local governments and Penn State to apply for Bicycle Friendly Community status, awarded by League of American Bicyclists (LAB)
- ❖ LAB-certified educational programs to promote safe and effective cycling and driving technique and proper road and trail etiquette
- ❖ Working to produce bicycle master plans for Penn State and the Centre Region
- ❖ Monthly meetings with instructional and entertaining programs
- ❖ Liaisons with PennDOT, CATA, COG, Centre County Government

Join these Bike Month business sponsors as supporters of bicycle friendly communities: