

News Release

May 19, 2016

Supervised Bicycle Parkade & Bike-Bucks for Bike-to-Work week in Downtown Salmon Arm

The Shuswap, British Columbia – Shuswap Bike-to-Work Week organizers really want to make it easy for you to bicycle to work next week. And to eliminate the impediment of safely storing bikes they've set up Salmon Arm's first-ever week-long supervised Bicycle Parkade - free of charge. It's all part of a suite of events to encourage people to give their bicycle a try, starting with a free pancake breakfast on May 30th. Plus the first 100 bikes to use the Bicycle Parkade score \$2 Bike-Bucks courtesy of Salmon Arm Downtown.

"We're excited to support this special week-long incentive encouraging folks to ride their bicycles to work, to shop, or even just to hang out," said Roger Parenteau, with Downtown Salmon Arm. And Parenteau encourages anyone hesitant about the ride back up the hill to try the racks on bus transit. "We think you'll find both rides a great way to start and end your day."

The Bicycle Parkade is jointly hosted by the Shuswap Cycling Society, the Shuswap Trail Alliance, Downtown Salmon Arm, and Roberta Bruinin who leads the Butt Out Stop Smoking program. "Roberta owns the store front and offered it for Bike Week prior to holding her 7 day stop-smoking program there the following week," said Al Journeau, President of the Shuswap Cycling Society. "It's a perfect location and we're really appreciative. So give your bicycle a whirl for the week and use the free service."

People are also encouraged to stop by the Bicycle Parkade store front to check out the display of information and provide input on making our communities more bike-friendly. "We're right in the midst of preparing a draft bicycle connector plan with the City of Salmon Arm," says Phil McIntyre-Paul, with the Shuswap Trail Alliance, encouraging people to stop in during the week to see the draft being created, check out the research, and provide input.

The daily Bicycle Parkade runs all Bike-to-Work Week, May 30 to June 3, and is located at 91 Hudson Ave NE in Downtown Salmon Arm, two doors down from the Pink Cherry Cafe. Park your bike for free anytime between 7 am and 6 pm. Storage is supervised all day by the Shuswap Trail Alliance team. And best of all: the first 100 bikes to use the parkade receive a \$2 Bike Buck from Salmon Arm Downtown.

Check local Bike-to-Work week details online at shuswapbike.com. And be sure to register for Bike to Work Week at www.biketowork.ca/shuswap in order to log your kilometres and enter for draw prizes. All local Shuswap Bike-to-Work Week registrants also receive Salmon Arm Downtown Bike-Bucks.

The Shuswap Bike Month team includes the Shuswap Bike Club, Downtown Salmon Arm, Salmon Arm Economic Development, Salmon Arm Chamber of Commerce, Shuswap Tourism, the Shuswap Trail Alliance, Shuswap Events, and Skookum Cycle and Ski.

Photo Caption: Plan to ride for Bike-to-Work Week – Roger Parenteau (Downtown Salmon Arm) and Lori Schneider Wood (Shuswap Trail Alliance) get the free store front Bicycle Parkade

ready in Salmon Arm for Bike-to-Work Week, May 30 to June 3, in partnership with the Shuswap Cycling Society and storefront owner, Roberta Bruinin, who leads the Butt Out Stop Smoking program. Plan to ride and leave your bicycle in the free, supervised storefront parkade. Check local Bike-to-Work week details online at shuswapbike.com. And be sure to register for Bike to Work Week at www.biketowork.ca/shuswap

Short Version PSA:

Use the FREE Bike-to-Work Week Bicycle Parkade in Downtown Salmon Arm – May 30 to June 3, located at 91 Hudson Ave NE, (two doors down from the Pink Cherry Café) Park free anytime between 7 am and 6 pm. Storage is supervised. And best of all: the first 100 bikes receive a \$2 Bike Buck from Salmon Arm Downtown.

Check local Bike-to-Work week details online at shuswapbike.com. And be sure to register for Bike to Work Week at www.biketowork.ca/shuswap to log kilometres, enter for draw prizes, and receive Salmon Arm Downtown Bike-Bucks.

For more information on this release please contact:

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For more information on Bike Month, Salty Street Fest, and Bike-to-Work-Week Events contact:

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