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FOR IMMEDIATE RELEASE  
May 1, 2017

## Shuswap schools to celebrate Bike to School Week on May 29<sup>th</sup> – June 4<sup>th</sup>

### **Bike to School Week May 29 - June 4, 2017!**

Bike to School Week is a free and fun week-long celebration of biking to school taking place May 29 - June 4, 2017. Bike to School Week is a chance for Schools throughout British Columbia to encourage and celebrate students and their families cycling to school. You can register as a school, a team or an individual [HERE!](https://www.biketowork.ca/registration)

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### **Why be part of Bike to School Week?**

Riding to school builds physical activity into kids' daily routine, supports in-class concentration, and provides a foundation for healthy lifestyles and a lifelong love of cycling. More students cycling to school reduces traffic congestion and makes your school a safer place. Plus, it's fun and also helps the environment!

### **Be a champion! Register and participate with the Provincial Bike to School Week**

Regardless of how you choose to participate, every school or team needs a local champion (or Team Leader)! A champion (or Team Leader) can be a teacher, other staff members, parent or student! (<https://www.biketowork.ca/registration>)

- Get started with Bike to School Week by creating a school or classroom team or ride as an individual
- Log your team's kilometres cycled to enter them into prize draws and track how many kilometres you or your team has cycled and much greenhouse gas your team saves.

### **Participate locally in Sd83's Bike to School Week and receive local prizes**

Does your school want to participate for some locally sponsored prizes? Each participating school will be given prizes donated by the Shuswap Cycling Club and local businesses to give out to staff and students. It is up to your school how you keep track of students and staff biking and

how you want to give out the prizes. Make it work for your school. For example, students and staff can put their names in the bike bucket every time they ride to school and pick names at the end of the week for prizes. Or have one day where everyone bikes and encourage school spirit by dressing up themselves or their bikes. Have student leaders give out prizes for best costume. Best bike decorations. Make it easy and do what works for your school. This is a great event that encourages all of us to get outside and get moving!

**By MAY 12, 2017**

**Contact Roger Parenteau at [roger@shuswapbike.com](mailto:roger@shuswapbike.com) if your school would like to participate locally and receive local prizes.**

Locally Bike to School/Work Week is being sponsored by Shuswap Bike Club along with Community Partners BDO, Askew's Foods, Montebello Medical Clinic, Maple Tree Medical Clinic, Shuswap Family Practice, Lakeshore Physiotherapy and Shuswap Chiropractic.

### **Bike rodeos**

Does your school want a local bike enthusiast to come to your school and lead your students through a bike rodeo? Please contact Roger Parenteau at [roger@shuswapbike.com](mailto:roger@shuswapbike.com)

Community bike rodeos are being planned! Dates and times will be posted at:  
[shuswapbike.com/bike-to-work-week/](http://shuswapbike.com/bike-to-work-week/)

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Posters and print media to follow

If you would like more information, please contact Roger Parenteau at [250.804.9971](tel:250.804.9971) or email at [roger@shuswapbike.com](mailto:roger@shuswapbike.com)