



COMMUTER BIKE CHALLENGE

Challenge yourself to ride more this year or get on a bike for the first time. We've made it easy for you to be a link the Chain Reaction with the Commuter Bike Challenge. Start the *Chain Reaction* at your workplace by encouraging your coworkers to participate in the Commuter Bike Challenge. This year the rules have changed, no longer is it about how far you have traveled, but about the number of people you can get from your organization (or department) to loose the car and hop on a bike. Your goal is to get as many people pedaling from your organization as possible, whether their commute is 10 miles or 10 minutes.

COMMUTER BIKE CHALLENGE, 2008 RECAP

Last year 455 people representing 63 teams took the challenge. These cyclists rode 62,400 miles saving nearly 2,500 gallons of gasoline!

WHY CHALLENGE?

There are many reasons to get involved. By riding your bike instead of driving, you are making a conscious effort to improve your health, the air and the state of your wallet. As a Commuter Bike Challenge participant your business/organization will be competing against other businesses/organizations in your size bracket to win the Grand Prize. For more information on prizes, see the PRIZE section below.

HOW DOES IT WORK?

Teams are made up of people from the same company/organization. There is no limit to the number of people who can participate, as long as they are from your organization. Organizations are divided into 5 size categories based on the number of people that work at, or are involved with the organization. Individuals in the organization simply log their trips/miles made during the month of May on the Commuter Bike Challenge website. An individual only has to ride a bike **1 time** in order to participate. Trips count for anything that would otherwise be made by car—aka, going to work, the grocery store, running errands, ect. It is easy to get involved. Register with your organization online at www.rideshare.org/chainreaction. Then, start pedaling!

BE A CHALLENGE LEADER

Challenge Leaders are the driving force behind the organization. As a Challenge Leader you will recruit your co-workers to ride their bike during May and keep them motivated to cycle throughout the month. Be the one to get your company a movin' and a pedalin' this year. Go to <http://rideshare.org/chainreaction> and register your organization. You'll receive a Challenge Leader packet including T-shirts for your team and other goodies.

PRIZES.

There are 6 Grand Prizes. One winning organization within each of the 5 size categories will receive a personalized Commuter Bike Challenge Award, the Commuter Bike Challenge Winner logo to place on your website and a private VIP Party at Firestone Brewery. Did we mention bragging rights? Winning organizations will be invited to the Awards Ceremony on May 30th at the Bike Momentum Art Gallery. The five winners will be chosen for:

- 1) The highest **percentage** of people from their organization riding a bike
- 2) As a tie breaker...the most **trips** per person
- 3) The next tie breaker...the number of **miles**

There will also be a 6th winner for the organization with the highest amount of brand new bicycle commuters. Additional prizes will be randomly awarded every week to individuals taking the challenge and given away at Bike Month events. Participants who sign up early will receive Bike Month T-shirts.

PARTICIPATING IN THE COMMUTER BIKE CHALLENGE IS EASY!

Individuals simply log their trips and miles onto the website and the overall trips and miles for the organization will be updated and displayed. Check back regularly to find out how you are doing against other organizations.

EXECUTIVE COMMUTER BIKE CHALLENGE

Last year 37 high ranking officials and executives made a pledge to commute to work by bike, and this year executives who participate in the challenge will once again have their signatures printed in a full page Tribune ad the week before Bike to Work/School Week May 18th-22nd. For more information on the Executive Commuter Bike Challenge, view our webpage at www.rideshare.org/chainreaction.

THANKS FOR TAKING THE COMMUTER BIKE CHALLENGE. CYCLING TO WORK COULD START THE CHAIN REACTION YOU HAVE BEEN WAITING FOR.

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