

For Immediate Release:

Take the Summer Bike Challenge

June 8, 2020 (Denver, CO) – Way to Go, a program of the Denver Regional Council of Governments, is kicking off a fun Summer Bike Challenge. Even though [Bike to Work Day](#) is postponed until Tuesday, September 22, the Way to Go team is encouraging everyone to dust off their bikes and opt to pedal instead of drive. The challenge, which coincides with [Colorado Bike Month](#) in June and runs all summer to September 22, includes a scavenger hunt, a social media campaign, and chances to win prizes.

“What is a better time to get back on your bike than our gorgeous Colorado summer months?” said Allison Redmon, Way to Go manager. “We all remember the fun and freedom of riding our bikes as kids. Guess what – it’s still fun and freeing! Going to the grocery store? The park? Back to the office? Why not pull the bike out and give it another try?”

Governor Jared Polis released in a statement earlier this month that, “While we are all still safer at home, we are also able to practice greater social distancing in our great outdoors than in confined indoor spaces.” For tips on how to ride your bike safely this summer and how to prevent the spread of COVID-19, visit Bicycle Colorado’s website page on [everything you need to know about riding a bike during the COVID-19 pandemic](#).

Way to Go’s goal is improving the air quality through decreased traffic congestion in the Denver region. Biking is an excellent form of exercise and a way to save money on your commute, but it also has a positive effect on air quality. The Summer Bike Challenge is a great opportunity for people to try biking on short trips and hopefully consider it as a regular transportation option.

Here is how to join in on the fun:

1. Download the Pedal Pursuit scavenger hunt location list at biketoworkday.us/summerbikechallenge.
2. Visit destinations on the checklist and track each trip on MyWayToGo.org.
Pro tip: connect your Strava account to My Way to Go for easy trip tracking; [click here](#) to learn how.
3. Check off 5 or more destinations on the list and email it to WayToGo@drcog.org to be entered for prize drawings.
4. Post photos of your #SummerBikeChallenge adventures for more chances to win.

Social media handles:

Instagram: [@drcog_waytogo](#)

Facebook: [@WayToGoDenver](#)

Twitter: [@DRCOGorg](#)

To learn more about the Summer Bike Challenge, visit biketoworkday.us/summerbikechallenge.

To learn more about Way to Go, visit waytogo.org.

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The Denver Regional Council of Governments is a planning organization where local governments collaborate to establish guidelines, set policy and allocate funding in the areas of transportation and personal mobility; growth and development; and aging and disability resources.