



MEDIA Release

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BIKE TO WORK DAY GROWS: MORE SUPPORT FOR CYCLISTS OFFERED

May 29, 2014 (Denver, Colorado) – The Denver area's Bike to Work Day, the second-largest event of its kind in the nation, has grown 24 percent over the last three years, and for 2014, organizers from the Denver Regional Council of Governments (DRCOG) Way to Go program expect nearly 30,000 riders to participate. Bike to Work Day, held this year on June 25, is focused on increasing awareness of cycling as a commute option for people who normally drive to work.

Just as more and more people are taking part, organizers are working to make this year's event better than ever for riders. In a push to offer more support for the ride home as well as the ride in, DRCOG is recruiting water stations and bike home stations for the afternoon in addition to the popular morning breakfast stations. "One of the most frequent comments we got from riders in the past is that they wished for some relief on the hot afternoon ride home," said DRCOG Marketing Manager Colleen Miller. "We asked our partners to help identify good spots along paths to provide stations where people can stop to rest and rehydrate. Not only did they come through, but Chipotle offered to sponsor those stations and provide water bottles and coupons."

Between 10 and 15 water stations are expected to help thirsty riders. More bike home stations are also being identified; a handful of these stations have been provided in the past, but that number is expected to increase for 2014. All stations can be found on a map at biketowork2014.org, the site where DRCOG asks cyclists to commit to riding through a short, free registration process.

(more)

DRCOG organizes Bike to Work Day in the metro area with a team of community partners including local governments and cycling advocacy organizations, and is supported by sponsors including 9News/KUSA, American Sentinel University, CDOT, Chipotle, Comcast, Denver Bcycle, goodnessknows, Good Times Burgers and Frozen Custard, Kaiser Permanente, Pizzeria Locale, RTD and YAY!LiFE!

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The Denver Regional Council of Governments is a nonprofit collaborative association governed by a Board of Directors representing county and municipal governments. Board members work together to make life better in the Denver region. Through Metro Vision, the plan to manage growth over the next 25 years, the region's local governments work cooperatively to address development, land use, transportation, environmental quality and older adult issues.