

www.transalt.org

127 west 26th street
suite #1002
New York, NY 10001

212 629 8080 telephone
212 629 8334 fax



Your advocate for bicycling,
walking and public transit

MEDIA ADVISORY
FOR IMMEDIATE RELEASE

Contact: Wiley Norvell 646-873-6008
(646)422-9614 (mobile)

City Commissioners and Transportation Alternatives Kick-Off Bike Month with a Bike Ride and Press Conference

What: Short bike ride with cycling advocates and City Commissioners followed by press conference announcing Bike Month NYC 2008

When/Where: Wednesday, May 7th, 8:30am (bike ride beginning at 9th Avenue and 23rd Street), 8:45am (press conference at 9th Avenue and 14th Street pedestrian plaza)

Reporters are welcome to join for the bike ride (additional bikes available) or meet with riders at 14th Street.

In honor of Bike Month, Transportation Alternatives is hosting a bike ride down the City's premier bike lane on 9th Avenue, followed by a press conference at the 9th Avenue and 14th Street pedestrian plaza. T.A. will be joined by NYC Department of Transportation Commissioner Janette Sadik-Khan, Parks and Recreation Commissioner Adrian Benepe, and Health and Mental Hygiene Assistant Commissioner Jane Beddell to announce Bike Month NYC and encourage New Yorkers to make bicycling part of their work commute, daily exercise and overall lifestyle.

Bike Month NYC 2008 is the 17th annual celebration of bicycling in New York City. It is cosponsored by Transportation Alternatives, Mayor Michael Bloomberg and the NYC Departments of Transportation, Health and Mental Hygiene and Parks and Recreation. Over 200 rides, tours and events take place during Bike Month, including the Bicycle Film Festival, National Bike to Work Day, Tour de Brooklyn, Tour de Queens and Bike to Shea Day. Full details are at www.bikemonthnyc.org.

###