



NEWS RELEASE
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Golden Wheel Awards Honor Sunday Streets

Trek CEO John Burke inspires crowd; \$55,000 raised for better biking in San Francisco

(SAN FRANCISCO, CA) –Sunday Streets was honored with the 17th annual Golden Wheel Award on Tuesday evening for their work opening streets to healthy activity. The San Francisco Bicycle Coalition’s (SFBC) Golden Wheel Awards ceremony and fundraiser brought together 250 people including city leaders like David Chiu, President of the San Francisco Board of Supervisors, City Attorney Dennis Herrera, Tom Nolan, Chairman of the San Francisco Municipal Transportation Agency and Ed Reiskin, Department of Public Works Director along with various community leaders, decision-makers and bicyclists to celebrate Sunday Streets and the Year of The Bicycle.

John Burke, CEO of Trek Bicycles was the keynote speaker and urged the crowd to get involved at this critical time when San Francisco is on the cusp of adopting a Bicycle Plan that will move forward 50+ bicycle improvements. Burke sees the bicycle as a simple solution for San Francisco’s health, congestion and environmental problems.

“Getting more people to ride bikes more often by creating bicycle-friendly communities is the biggest opportunity we have to make this city and the world a better place,” said Burke. “As bicycle people we have a lot to do and not much time to do it. The time is now in San Francisco.”

Sunday Streets is a simple way that San Francisco is getting more people on bikes and creating people-friendly streets. Sunday Streets encourages healthy activity by temporarily closing streets to vehicle traffic and opening them up to people-powered activities. In 2009, there are six scheduled dates, including this Sunday, May 10 when thousands of people are expected to come out and play along a route from AT+T Park to the Bayview Opera House.

“Sunday Streets is a great event that connects neighborhoods and create communities with more livable streets,” says Leah Shahum, Executive Director of the SFBC. “We were thrilled to honor the broad coalition of groups that championed this great idea, such as the Office of Mayor Newsom, Shape Up SF Coalition, Livable City and YMCA among many others.”

The Golden Wheel Awards raised \$55,000 for the SFBC’s work to make San Francisco streets safer for the 120,000 people who bicycle regularly in San Francisco.

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