



NEWS EVENT
May 15, 2008

Contacts: Leah Shahum, 415-269-4170 or leah@sfbike.org
Andy Thornley, 415-244-4605 or andy@sfbike.org

FIRST-TIMERS, VIP'S CELEBRATE BIKE TO WORK DAY

Warm Weather Expected to Boost Biking Numbers

(SAN FRANCISCO, CA) — Warm weather, rising gas prices, and growing interest in healthy, sustainable commuting is expected to draw more than 100,000 people out onto bicycles for today's Bike to Work Day, which is organized by the 9,000-member San Francisco Bicycle Coalition.

City leaders will be joined this morning on the steps of City Hall by dozens of bicycling regulars who will attest to the financial, health, and environmental benefits of bicycling. City leaders expected to ride in organized "Bike Buses" include: Supervisors Jake McGoldrick, Aaron Peskin, Carmen Chu, Ross Mirkarimi, Chris Daly, Sean Elsbernd, Bevan Dufty, and Gerardo Sandoval, as well as City Treasurer Jose Cisneros and the heads of several City departments, including Nat Ford, of the Municipal Transportation Agency.

One of those riding today is Ali Linder, a first-time bike commuter who credits Bike to Work Day with motivating her to switch from driving or taking transit to pedaling from the Richmond District to her office on the Embarcadero.

"It's something that I've always wanted to do," says Linder, a mother of two, who works at a PR consulting firm. "Modeling the kinds of behaviors I want to see in my children is an important part of biking. And I'm looking forward to getting exercise on the way to work."

Local bike shops say more people like Linder are switching to bicycling. "Commute bicycling is clearly growing," says Zack Stender, manager of Mike's Bikes in San Francisco. "I talk daily to customers about the high cost of gas. People are feeling more comfortable on the streets because there are more people on bikes. There's safety in numbers."

In addition to commuters highlighting the benefits of bicycling, the SFBC will also present the results of its 2008 Report Card on Bicycling, which surveyed 1,800 people.

Later today, the MTA is expected to release bicycle counts from this morning. Last year, counts showed bikes outnumbering cars on Market Street during the morning commute.

To learn more about Bike to Work Day and the benefits of bicycling, see www.sfbike.org/btwd. ###