

## NEWS RELEASE

Distributed October 15, 2018

### Fall 2018 GoByBike Weeks kick-off today

*Encourage friends, family and co-workers to register for FREE!*

#### Summary

Oil up your chains, pump up your tires (and don't forget to register): Fall GoByBike Weeks kick-off today! This event will be full of opportunities for residents to ride their bikes around Nanaimo to connect with other cyclists, take advantage of bike-focused promotions, and check out great places and events in our community.

During GoByBike Weeks, the City and local businesses are hosting five "Celebration Stations" on bike routes around Nanaimo. Other local businesses are participating by offering fun "Lifestyle Events":

\*Bike to Bounce\*Bike to Coffee\*Bike to Dinner\*Bike to Market\*Bike to Vote\*Bike to Yoga

Look for updates and event details at [www.gobybikebc.ca/nanaimo](http://www.gobybikebc.ca/nanaimo)

*Strategic Link:* Promoting Pedestrian Safety supports the City's Strategic Priority to enhance Transportation and Mobility.

#### Key Points

- Celebration stations will be in new and unexpected places. In addition to the beloved outdoor celebration stations along the E&N Rail Trail, 'LIFESTYLE' events will be hosted around town with local businesses and destinations.
- The number one way people find out about GoByBike Weeks is word of mouth. Help spread the word.

#### Quotes

"Instead of only celebrating 'biking to work', let's celebrate biking everywhere; it's a smart, healthy and green way to go anywhere, any time. The number one way people find out about GoByBike Weeks is through word of mouth, so help us spread the word. Encourage your friends, family members, co-workers, classmates and total strangers to register for FREE today!"

Annalisa Fipke, P.Eng.  
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City of Nanaimo

#### Quick Facts

- Reduce CO2 emissions, because getting around without a car is still the biggest way you can reduce your environmental impact.
- Win awesome prizes by logging your trips or coming out to a celebration station. This year you could even win a trip to Italy!

Continued... Fall 2018 GoByBike Weeks kick-off today

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