

NEWS RELEASE

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2014 Bike to Work Week - a great success in the Harbour City!

Nanaimo almost doubles its Bike to Work Week participants in 2014

Summary

Bike to Work Week (May 26 - June 1st) is an annual province-wide event that encourages commuters to get out and ride their bikes to work and school. This year, 475 Nanaimo residents participated in Bike to Work week to improve their health, help the environment and see their City in a whole new way; an 80% increase over 2013.

Cycling is a healthy way to travel and riders burned half a million calories during this year's event, the equivalent of eating 1300 Nanaimo bars! For those who hadn't participated before, Bike to Work Week was a great opportunity to start, and 24 per cent of participants identified themselves as new riders.

Just because Bike to Work Week is over, let's not stop now - commuters have a whole summer to keep on riding! If we keep riding this hard until the end of September, we'll rack up more 250,000 km on our bikes!

Strategic Link: The City is committed to comprehensive transportation/mobility planning that reduces our dependency on cars and increases our sustainable transportation options.

Key Points

- 475 Nanaimo residents participated in Bike to Work week this year; an 80 per cent increase over 2013.
- Bike to Work week riders rode over 17,000 km, burned over 500,000 calories and reduced Greenhouse Gas emissions by over 3,800 kg between May 26 and June 1st.

Quotes

"What an awesome sight to see cyclists lined up at intersections waiting to cross and biking down the E&N trail on their commute to work. With a little help from the weather, Bike to Work Week encouraged new cyclists to give riding their bikes to work a try, provided fun celebration stations throughout the week and a wrap up party on Friday creating community connection between these cyclists. What a fun, environmentally friendly, heart healthy, community engaging event to be a part of. Way to go Nanaimo – keep pedalling."

Deborah Beck
Recreation Coordinator
City of Nanaimo

Continued... 2014 Bike to Work Week - a great success in the Harbour City!

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