

NEWS RELEASE

Distributed October 16, 2019

Gear up for Go By Bike

City of Nanaimo encourages registration. Enter to win!

Summary

Go By Bike BC celebrates biking everywhere - it's a smart, healthy and green way to go! The Fall Go By Bike event will run for two weeks, October 21 to November 3, 2019. To participate, you just need to register yourself, your family members or a team at gobybikebc.ca.

Bring your proof of registration to Oliver Woods Community Centre, Nanaimo Aquatic Centre or Beban Park Pool and you'll receive an LED bike valve light and a ballot where you can enter to win one of three \$50 Parks & Recreation Gift Cards and one of two \$50 Gift Certificate to Thrills & Skills Cycling Co.

Visit as many of the celebration stations you'd like during the two weeks. Roll in, pick up some swag and enter to win more prize!

- October 22, 7-9 am along the E&N Trail at Bowen Road, hosted by Eddyfi Technologies
- October 24, 7-9 am along the E&N Trail at St. George Street hosted by Thrills & Skills Cycling Co.
- October 24, 3-5:30 pm at the corner of Fourth Street and Wakesiah Ave hosted by Vancouver Island University Sustainability and Nanaimo Ladysmith Public Schools
- October 28, 4-6 pm along the E&N Trail at St. George Street hosted by Thrills & Skills Cycling Co
- October 30, 4-6 pm along the E&N Trail at Bowen Road, hosted by Eddyfi Technologies

Registration is FREE so sign up today at www.gobybikebc.ca.

Strategic Link: Environmental Responsibility

Key Points

- Go By Bike is a Province-led initiative and free to participate by registering at www.gobybikebc.ca. Go By Bike BC is giving away prizes as well, be sure to check out their website for more information.
- In Nanaimo, bring proof of registration to one of the identified locations, either with a print out or on your phone to receive an LED bike valve light and ballot to be entered to win. One ballot and light per registration, while supplies last. Contest closes November 3, winners will be drawn the week of November 4, 2019.

Quotes

"Cycling is good for you, good for the environment and good for our City. So please come out and participate."

Leonard Krog
Mayor
City of Nanaimo

"The Nanaimo Transportation Master Plan is committed to doubling Active Transportation Trips by 2041. Go By Bike Nanaimo is a community event that celebrates active and fun ways to get around. It encourages residents to map out bike friendly routes they can incorporate into their daily lives, throughout the whole year."

Jamie Rose
Manager, Transportation
City of Nanaimo

Quick Facts

- Getting around without a car is still the biggest way to lessen your environmental impact by reducing CO2 emissions.
- Go By Bike started in 2018 and was a huge success with 12,756 riders logging 542,755 km's and avoiding 117,671 kilograms of greenhouse gases in BC.

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