

©

Gouveia, Susan

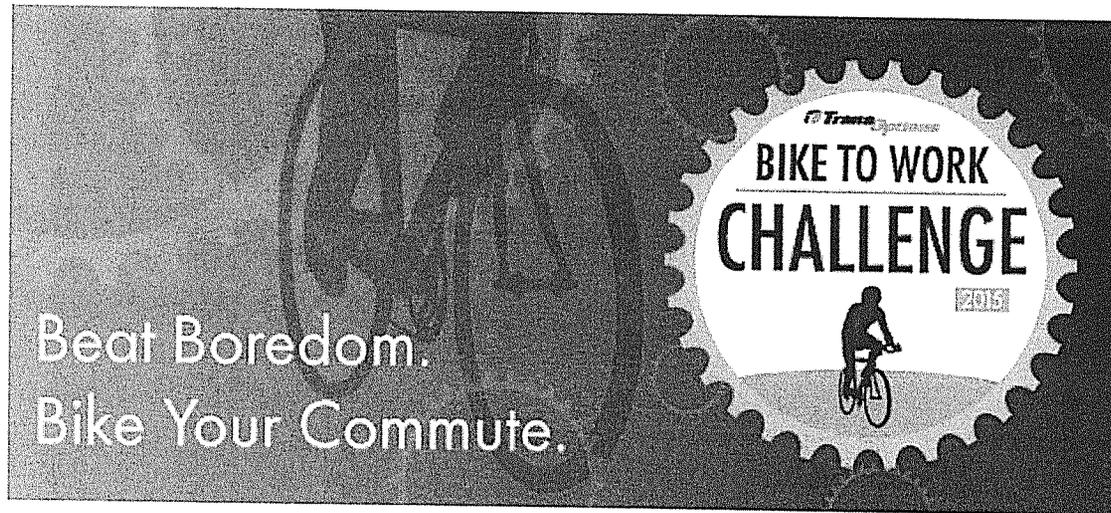
From: Lashway, Lisa
Sent: Friday, May 01, 2015 1:29 PM
To: Canning, Sean
Cc: Gouveia, Susan
Subject: FW: The Bike to Work Challenge Starts Today!

Correspondence

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From: TransOptions [mailto:Info=TransOptions.org@mail141.wdc02.mcdlv.net] **On Behalf Of** TransOptions
Sent: Friday, May 01, 2015 12:04 PM
To: Lashway, Lisa
Subject: The Bike to Work Challenge Starts Today!



Bike to Work Challenge Starts Today
All Riding Abilities are Eligible. All Distances Count.

Attention bicycle riders. You can win prizes for riding your bicycle *even part of the way* to work during May! TransOptions' 2015 *Bike to Work Challenge* starts rolling today and runs throughout the entire month of May. The free, friendly competition offers both expert and beginner bicycle riders an extra reason to bike ride this spring.

The *Bike to Work Challenge* is about incorporating a bike ride into your commute as often as feasible during May. For example, participants can drive to a Park & Ride lot and ride the rest of the way to work, bike to a train station or take their bicycle on the bus. Commuting every day by bicycle is not required but every ride increases the opportunity to win bigger prizes.

"It's not how far you ride or how fast. As long as your commute incorporates a bicycle ride, it counts," shares John F. Ciaffone, TransOptions' President.

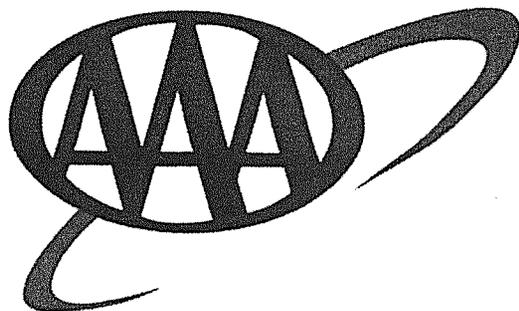
"Participants have told us that a bicycle commute helps them feel energized when they get to work and helps them unwind from the kinks of the day on their way home. Plus, they're helping the environment by choosing a sustainable, two-wheel commute", he adds.

Participants can also create teams and invite friends or coworkers to join as a way to add excitement, motivation and gain additional chances to win prizes. Team up with up to four other bike buddies at any time during May. Teams are also an ideal way for expert riders to mentor, encourage and support novice riders.

TransOptions extends thanks and appreciation to our sponsors AAA Northeast, Cycle Craft, Marty's Reliable Cycle, REI, Thorlabs and The Bicycle Store.

There is no fee to participate in the 2015 *Bike to Work Challenge*. Enroll today by creating an online profile at <http://GoForGood.TransOptions.org> and start tracking bicycle commute trips and miles from May 1st to May 31st. Questions? Call TransOptions at (973) 267-7600.

**Thank you to all of our awesome sponsors!
Please show them your support.**



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