



Bicycle Friendly Business





WHAT is a Bicycle Friendly Business?

Josie Jacques-Maynes,
Elite Specialized Pro
Mountain Biker,
Runner and
Strawberry
Lover




Heart-healthy Winner

It takes a lot of heart to be a winner. So make your heart as healthy as it can be with delicious California Giant Berry Farms strawberries. Our strawberries are certified by the American Heart Association, and are always the right choice for every kind of winner.



American Heart Association

Products displaying the heart-check mark meet American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2

www.americanheart.org

California Giant • 831.728.1773 • www.calgiant.com

Is it promoting bicycling to staff and guests?



WHAT is a Bicycle Friendly Business?



Using bicycles for daily tasks?



WHAT is a Bicycle Friendly Business?



Providing a locker room to employees?



WHAT is a Bicycle Friendly Business?



Providing secure bike parking?



WHAT is a Bicycle Friendly Business?



Providing bike parking for guests?



WHAT is a Bicycle Friendly Business?



**TEAM
WONDER
BIKE** **WANTS
YOU**

I PLEDGE ALLEGIANCE
TO MY BIKE,

AS A PATRIOTIC CURE
FOR AMERICA--

AND TO THE PUBLIC,
WITH WHOM WE STAND,
ONE ELATION,

UNDENIABLE--

WITH COMMUNITY
AND TRANSPORT
FOR ALL.

**BIKE MORE--
DRIVE LESS!**

- your friends at Team Wonderbike

Organizing a bike club?



WHAT is a Bicycle Friendly Business?



Offering spin classes?



WHY be a Bicycle Friendly Business?



Improved employee health



WHY be a Bicycle Friendly Business?



Reducing the organization's carbon footprint.



WHY be a Bicycle Friendly Business?



Improved workplace moral



WHY be a Bicycle Friendly Business?



Recognition as a community leader.



WHY be a Bicycle Friendly Business?

- ❖ A great place to start.
- ❖ Provides a framework to help prioritize.
- ❖ Adds legitimacy.
- ❖ Provides feedback.
- ❖ Business exposure.



Application deals with four areas:

1. Education
2. Encouragement
3. Engineering
4. Evaluation



HOW to apply



bicyclefriendlybusiness.org

Next Deadline is July 10, 2009



Campaign Partners



www.bicyclefriendlybusiness.org