



PRESS RELEASE
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The League of American Bicyclists Announces 34 New Bicycle Friendly Businesses

Washington, DC – March 04, 2009 – The League of American Bicyclists is proud to announce 34 new [Bicycle Friendly Business](#) award winners which includes our first platinum designations to [New Belgium Brewing Company](#) in Fort Collins, Colo. and [Bike Gallery](#) of Portland Ore. This is the second time BFB winners have been announced since the program's inception in 2008 when the League announced the first 13 designees. "We're delighted to highlight these great companies and the ways in which they are getting more people on bikes," stated League President Andy Clarke. "In today's challenging economic climate, businesses with healthy, happy and productive employees are going to be the most competitive and the most sustainable - the Bicycle Friendly Business program recognizes some of the best examples of this in practice."

Businesses that apply for the award designation inspire and encourage their peers. These businesses make bicycle friendliness a core fundamental at the workplace and use innovative tools to promote bicycling as an easy and fun option for transportation and recreation. Bryan Simpson, spokesperson for New Belgium Brewing recounted the evolution and implementation of their businesses bike culture "as a brewery founded on a bike ride through Belgium, bicycling has always been a part of our DNA." BFB recipients are corporations, organizations, nonprofits and associations that weave bicycling into their business culture and give employees and customers the opportunity to be active stewards of their personal and environmental health through bicycling. "New Belgium Brewing created bicycling events and advocacy that we are passionate about in hopes to spread that energy and make the world a better place one bike at a time," stated Simpson. "It's completely rewarding, culturally sticky and it makes for a greater sense of purpose at the end of the day."

The BFB program recognizes socially responsible businesses that promote healthy, happy, and green workplaces and provides a road map to become even more bicycle-friendly in the years to come. "Businesses across the nation are rising to the challenge of reducing their carbon footprint and improving the health of their employees - we are excited to be able to provide a roadmap to help achieve both these goals, and to recognize those companies that are leading the way," said Clarke.

BFB winners provide amenities such as secure bike parking and shower facilities and motivations such as incentives to commute by bike, company bike rides and clubs, and bike to Work Week promotions. When bicycling is infused in an office or company culture, great things happen: reduced health care costs; more productive employees; improved worker and customer; satisfaction; smaller carbon footprint; and increased corporate social responsibility. Click [here](#) to view all new 2009 BFB award winners. Click [here](#) to view 2008 BF

Applying as a BFB is easy and free. Applicants receive technical assistance from the League staff as well as tools to evaluate and assess their bicycle friendliness through the application process. The BFB application is available online at www.bicyclefriendlybusiness.org.

The Bicycle Friendly Community and Bicycle Friendly Business programs are generously supported by program partners [Bikes Belong](#) and [Trek Bicycle's One World, Two Wheels](#) Campaign.

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit www.bikeleague.org.

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