

WHY

DO BUSINESSES APPLY FOR THE BFB DESIGNATION?

Great things happen with bicycling in a workplace.

- Reduced health care costs
- More productive employees
- Smaller carbon footprint
- Increased Corporate Social Responsibility

WHERE

CAN I GET AN APPLICATION?

The BFB application is available online at bicyclefriendlybusiness.org. The site also provides resources and technical assistance to help you with the online application. Contact the League of American Bicyclists at 202-822-1333 or info@bicyclefriendlybusiness.org to receive more information.



ABOUT THE LEAGUE OF AMERICAN BICYCLISTS

The mission of the League is to promote bicycling for fun, fitness and transportation and to work through advocacy and education for a bicycle-friendly America.

The League does this by representing the interests of the nation's 57 million cyclists. With a current membership of 300,000 affiliated cyclists, including 40,000 individuals and 600 affiliated organizations, the League works to bring better bicycling to your community and workplace. For more information on the League of American Bicyclists visit bikeleague.org.

Bicycle Friendly Business Program Partners:



CHANGE
THE
WORLD



1 WORLD

2 WHEELS

A TREK COMMITMENT



LEAGUE OF AMERICAN BICYCLISTS
1612 K Street, NW, Suite 510
Washington, DC 20006
bikeleague@bikeleague.org
www.bikeleague.org

Make Your Business a

Bicycle Friendly Business



The Bicycle Friendly Business program promotes active, healthy lifestyles for employees.





"The BFB program has raised awareness in our community that any type of business can be bike-friendly, not just businesses that are in the cycling community."

- Cindy Jewell, Dir. Of Marketing, California Giant Berry Farms



THE BICYCLE FRIENDLY BUSINESS PROGRAM IS A GREAT WAY TO PROMOTE AN ACTIVE AND HEALTHY LIFESTYLE FOR EMPLOYEES.

The Bicycle Friendly Business (BFB) program recognizes employers' efforts to encourage a more bicycle-friendly atmosphere for employees and customers. Businesses from breweries and engineering firms to farms and hospitals have used the program for recognition, guidance and benchmarking. The program honors innovative bike-friendly efforts, provides technical assistance, and helps businesses foster a healthier workplace and become more socially and environmentally responsible.

WHAT IS A BICYCLE FRIENDLY BUSINESS?

A Bicycle Friendly Business is a corporation, organization, association, government agency or non-profit that actively promotes bicycling for transportation, recreation, exercise and sport. A BFB practices social responsibility by weaving bicycling into the business culture and giving employees the opportunity to be active stewards of their personal and environmental health through bicycling.

The BFB program evaluates applicants' efforts to promote bicycling in four primary areas: encouragement, education, engineering and evaluation.

Bicycle Friendly Business

HOW WILL MY BUSINESS BE RECOGNIZED?

The League recognizes deserving businesses at one of four levels: bronze, silver, gold, or platinum. Upon designation, national and local press releases will be issued, an award will be presented, and awarded businesses will be profiled on www.bikeleague.org.

EXAMPLES OF GOOD BFB PRACTICES:

- Secure bike parking
- On-site shower facilities
- Incentives to commute by bike
- Company bike club
- Bike to Work Week promotion & events

WHAT ARE THE NEXT STEPS?

- 1 Access the application and resources at bicyclefriendlybusiness.org.
- 2 Consult workplace bicyclists for accurate information about the business's current bicycling environment and complete the application.
- 3 Submit a completed application at bicyclefriendlybusiness.org.

"Fluor benefits with improved wellness and morale amongst its employees as well as a more visible level of attraction for potential new employees."

- Christine DeVlaming, Fluor Corporation, Greenville, SC

For more information, visit bicyclefriendlybusiness.org or call **202-822-1333**.

