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**PRESS RELEASE**

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***Global Business Leaders Becoming More Bike-friendly  
Investments Spur Productivity, Sustainability and Garner Recognition***

Washington, D.C. – September 14, 2011 – The League of American Bicyclists is announcing a record 111 new Bicycle Friendly Businesses (BFB) today at the Interbike trade Expo in Las Vegas, Nev. “We are happy to recognize these businesses for their investment in bicycling as a vehicle for improved employee health, social responsibility and economic growth,” said League president, Andy Clarke. “Some of the most successful companies in the world are showing that investing in bicycling is not only good for health and sustainability but also the bottom line.”

Microsoft, Inc. is one of the new BFB winners, recognized at the Silver-level for incentive programs like money for employees to purchase bikes and gear, subsidized bike tune-ups, bicycling skills clinics and a free shuttle service for cyclists cutoff by an interstate bridge. “For Microsoft, supporting bicycle commuting is simply a smart business strategy and helps us do our part to protect the environment,” said Lynn Frosch, Microsoft Real Estate and Facilities Transportation Manager. “It helps us attract and retain employees and reduces our carbon footprint. That’s why we offer programs and amenities that help offset the cost of biking to work and makes it as convenient as possible. It’s an integral part of our sustainable transportation program.” As a result of Microsoft’s efforts, the company has increased bike commuting, reduced parking demands, improved health and productivity.

Currently, there are 344 awardees in 40 states that span a wide range of industries from hospitals to the financial service industry. Other notable winners this round include: Random House, Mayo Clinic Health System-Franciscan Healthcare, Wells Fargo Home Mortgage-Minneapolis, Children’s Hospital Boston, URS Corporation and the National Geographic Society. Additionally, it is no surprise that the bike industry is at the leading edge of building great biking businesses. Industry winners include: Bikes Belong, Trailnet and Saris.

Last month, Platinum-level BFB Quality Bicycle Products of Bloomington, Minn. released a new [survey and report](#) that demonstrated how their bicycle-friendly investments in the workplace have improved employee health and helped the company save an estimated \$170,000 in three years through its Health Reward program. “QBP has always been a bicycle passionate organization with lower than average health care costs according to our health providers,” said QBP president, Steve Flagg. “We are excited to finally be able to establish the statistical links that prove that everyday bike commuting not only promotes individual health but substantially lowers corporate health care costs. Not every company may be completely motivated to have healthy employees but certainly every company is motivated to lower costs.” The program credits employees \$110 towards QBP products in addition to their generous commuter reward program, which pays out \$45,000 annually. Both programs are keeping QBP employees healthy, happy and productive. The business benefitted with an annual savings of \$301,136 in employee productivity.

Businesses across the country are taking advantage of the resources and technical assistance that the League offers. The League guides companies through many simple, effective and creative ways to get businesses and their employees biking and encouraging bicycling in the workplace. "We are proud of the roadmap that the Bicycle Friendly Business program provides and how these companies used it to transform into a BFB," said Bill Nesper, Director of the League's Bicycle Friendly America program. "When employees bike, great things happen."

To apply or learn more about the free BFB program, visit the League online at [bikeleague.org/businesses](http://bikeleague.org/businesses).

#### **About the Bicycle Friendly America Program**

The Bicycle Friendly Community, Bicycle Friendly State, Bicycle Friendly Business and Bicycle Friendly University programs are generously supported by program partners Bikes Belong and Trek Bicycle's One World, Two Wheels Campaign. Special thanks to New Belgium Brewing Co. for a grant to develop the BFU program application. To learn more about building a Bicycle Friendly America, visit <http://www.bikeleague.org/programs/bicyclefriendlyamerica/>

*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](http://www.bikeleague.org).*

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