Bringing Businesses on Board

LOU FINEBERG

ROB GUSKY

ZAHRA ALABANZA

ALISON DEWEY
BRINGING BUSINESSES ON BOARD

March 5, 2013
Alison A. Dewey
THE LEAGUE’S BUSINESS INITIATIVES

» Bicycle Friendly Business
  » As an advocate tool

» National Bike Challenge
  » Why it’s good for business
BICYCLE FRIENDLY BUSINESS

2 Award Cycles
Spring & Fall

477

- Banks
- Fortune 500
- Farms
- Hotels
- City Governments
- Hospitals
- Funeral Homes
- Law Offices
- Insurance
- Music stores
- Bed and Breakfasts
- Federal Government
- Bike Shops
- Factories
- Tour Companies
- Engineering Firms
- Web services
- Bakeries
- Grocery Stores
- Medical Industry
AS AN ADVOCATE TOOL

» Brochures
» Presentations/scripts
» Quick scorecards
» Award recognition
» Review process
It’s as easy as
2013 NATIONAL BIKE CHALLENGE
May 1 - September 30 » nationalbikechallenge.org

» Promo materials
» Local Challenge
» Data Collection
» Data Collection
» Prizes/Awards

Learn more at nationalbikechallenge.org

Sponsored by Kimberly-Clark  Presented by THE LEAGUE OF AMERICAN BICYCLISTS since 1880

MAKE EVERY MILE COUNT!
RESOURCES CAN BE FOUND AT
BIKELEAGUE.ORG
OR
NATIONALBIKECHALLENGE.ORG
Thank you.
ALISON A. DEWEY
ALISON@BIKELEAGUE.ORG

1612 K STREET NW, SUITE 510
WASHINGTON, DC 20006
202.822.1333 | 202.822.1334 fax

WWW.BIKELEAGUE.ORG