WHERE DOES THE WHEEL TAKE YOU?
WE SEE THE BIKE AS A SIMPLE SOLUTION TO SO MANY OF OUR HEALTH, TRANSPORTATION AND SUSTAINABILITY CHALLENGES, AS WELL AS AN ICON OF FREEDOM.
WE ARE BICYCLISTS, UNITED FOR A BETTER AMERICA. WE ARE THE LEAGUE.
Our rebranding draws on our *storied history* and *depth of knowledge*, utilizing elements of the original logo of the League of American Wheelmen.

With a *modern edge* and *forward motion*, it also indicates our commitment to the new, diverse and growing ranks of bicyclists in the US.
OUR SYMBOL

THE WHEEL
Essential to movement and the point where the rider and the road connect.

3 WINGS
Representing our three areas of focus—promotion, advocacy & education—and a union of many to create momentum.
THE LEAGUE IS...

» OF MANY
» EMPOWERING
» ACTIVE
» HUMAN-POWERED
» TRUSTED
» JOYFUL
OF MANY
BOTH HANDS ON HANDLE BARS WHILE TURNING

EMPOWERING
ACTIVE
THE NEW FACE OF A STRONGER LEAGUE
Honoring our past, advancing the future of a diverse cycling movement
p. 4

BFA: THE NEXT GENERATION
From diamond communities to major corporations, our signature program is evolving
p. 8

2012 AWARDS LIST:
The comprehensive directory of bicycle friendly communities, businesses, & universities
in your area
p. 22

MEMBERSHIP SNAPSHOT:
Jennifer Laurita
BY HANAFI SARI

Jennifer Laurita is a longtime League member, a League Cycling Instructor (LCI), and a certified personal trainer. She is a role model for her dedication to the League, and her passion for cycling is contagious. She is an inspiration to others, showing them that with hard work and determination, anything is possible.

LEGO CORNER
The Rock Dodge

As a child, LEGO bricks were my go-to toy. I loved to build anything and everything that I could think of. Now, as an adult, I still enjoy playing with LEGO bricks to create new and unique designs. It is a great way to exercise my creativity and imagination. I hope you enjoy these creations as much as I do.

BICYCLE FRIENDLY AMERICA
10TH ANNIVERSARY

Human-Powered

HUMAN-Powered

THE LEAGUE OF AMERICAN BICYCLISTS

March - April 2013
WWW.NEWS.LEAGUE.ORG

CLUB SNAPSHOTS:
Red, Bike & Green
BY YUKI SAWA

The League of American Bicyclists has partnered with the Public Bicycle Sharing System and bike-sharing programs in various cities. These initiatives help promote healthy, sustainable, and fun transportation options. Red, Bike & Green is a program that encourages people to use bicycles instead of cars, promoting a healthy lifestyle and reducing pollution.
TRUSTED
THE LEAGUE
OF AMERICAN BICYCLISTS
since 1880

+ YOU
JOIN US ON THE ROAD AHEAD & SEE WHERE THE WHEEL TAKES US TOGETHER.