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FOR IMMEDIATE RELEASE

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Workplace Challenge Shifted US 36 Employees Away from Cars and onto Bikes
1,351 trips were taken by 163 participants from 32 companies

LOUISVILLE, Colo.— From June 13 to July 8, 32 businesses along the US 36 corridor took part in the Bike 36 Challenge. The Challenge, powered by Love to Ride, inspired and rewarded US 36 employees for riding a bike during the Challenge period. Businesses competed for the highest percentage of participation, and individuals competed for the most miles and most trip categories, and new cyclists even had their own competition category.

One of the Challenge's top new female cyclists, Carli Dean of Boulder County AIDS Project, shares how the Challenge helped change her commute, "When I saw the Bike 36 Challenge occurring, I thought I'd hop on my bike to make the trek from Superior to downtown Boulder instead of sitting in traffic. Cycling helped me get in the mindset to tackle the day's work, enjoy the fresh air, and take in the mountain views. Biking to work also gave me the chance to try a bus-then-bike commute, which was equally convenient and cheaper than driving!"

A shift in commute behavior was what 36 Commuting Solutions hoped to see as a result from the Bike 36 Challenge. 36 Commuting Solutions Executive Director Audrey DeBarros explains, "The Bike 36 Challenge was part of our US 36 Congestion Mitigation Program, which works to ease traffic by providing commuters with resources and incentives to change the way they commute." DeBarros goes on to add, "We are thrilled to see the impact the Challenge had on commute behavior choices and hope that the benefits of active commuting will continue to be endorsed and accepted by US 36 businesses, governments and residents."

The Bike 36 Challenge was powered by Love to Ride, a platform successfully used by cities around the world to encourage their residents to trade their four wheels for two. This unique platform tailors a user's experience based on their experience with cycling and offers words of encouragement throughout the challenge.

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About 36 Commuting Solutions:

36 Commuting Solutions is dedicated to delivering innovative transportation options that connect commuters to their workplaces, businesses to their employees, and residents to their communities. Through advocacy for infrastructure and transportation improvements, partnerships and education, we create progressive, flexible transportation solutions. Be part of the progress along US 36, visit 36commutingsolutions.org.