



# NEWS RELEASE



FOR IMMEDIATE RELEASE

## **Big Blue Bus Joins With Other Area Transit Agencies to Promote "Bike-to-Work" Day on May 15**

- *Public is encouraged to ride bikes or combine biking with public transit*
- *Special bike maps available at the Transit Store to assist riders with routes*

**SANTA MONICA, Calif.** – May 7, 2008 – The city of Santa Monica and the Big Blue Bus will join with other transportation agencies around Los Angeles to support and promote public participation in Bike-to-Work Day on Thursday, May 15.

Bike-to-Work Day is part of a full week of special events being planned around the state to promote bicycling as an everyday and viable means of transportation. The city of Santa Monica is hoping to encourage people to get out of their cars and try a healthy alternative to get to work.

For longer commutes, the Big Blue Bus offers passengers the ability to bring their bicycles along with them, as all buses are equipped with bike racks. There is no extra charge for passengers with bicycles.

"Many people take the bus into work and then ride their bikes home, or take the bus to a location where there is a bike path and then ride the rest of the way in for exercise," said Jose Barba, customer service manager for the Big Blue Bus.

Special "pit stops" will be set up and staffed around the Los Angeles area to assist bikers on the day of the event. On the Westside, stops will include City Hall and REI in Santa Monica, and UCLA's Bruin Plaza, where there will also be a Bike Fair.

Bicyclists can fill up their tires, get their chains tightened, and even have a flat tire repaired at the stops, which are free to the public. Refreshments, maps and bike-themed giveaways will also be available. A full list of the 35 pit stops planned for the Los Angeles area is available at [www.metro.net/biketowork](http://www.metro.net/biketowork).

The Big Blue Bus and the city's Transportation Department have collaborated to create a special bike map containing a wealth of information about biking around the Westside, including how to combine using the Big Blue Bus with a bicycle, and a complete map of Santa Monica and surrounding areas showing bus routes and how they relate to commuting with a bike.

The special bike map will be available beginning May 14 at the Big Blue Bus Transit Store located at 223 Broadway near the Third Street Promenade, or by calling

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Customer Service at 310-451-5444. After the event, the map will also be available at City Hall, REI, UCLA, and various bicycle shops around town.

Bike-to-Work Day participants are encouraged to plan in advance for the one-day event. Tips include:

- Determining the best routes to take to get to work.
- Choosing roads that offer bike lanes or paved shoulders.
- Taking a trial run to determine how long it will take to get there.
- Letting employers know you'll be commuting to work via bicycle that day.
- Finding a good place to store the bike during work hours.
- Bringing a lock if the bicycle will be stored in a non-secure location.
- Making sure bicycles are in good working order, including fully inflated tires.
- Wearing a proper fitting helmet.
- Making sure the bike has a light if it will be ridden at night.

Big Blue Bus Customer Service representatives will be available at the Santa Monica City Hall pit stop from 7 a.m. to 10 a.m. to assist with route information. A "bike valet" will also be available until 5 p.m. to store bikes in a secure location. City Hall is located at 1685 Main Street, and is serviced by Big Blue Bus lines 3, 4, 8, 9 and the Tide Ride.

The REI pit stop, located at 402 Santa Monica Boulevard, will be staffed from 6 a.m. to 11 a.m. and the UCLA stop, located at Bruin Plaza at 308 Westwood Plaza, will be manned from 10 a.m. until noon.

For more tips about how to successfully bike to work, visit [www.californiabikecommute.com](http://www.californiabikecommute.com). For more information about other Bike-to-Work activities happening around Los Angeles, and connecting Metro routes, visit [www.metro.net](http://www.metro.net).

For information on Big Blue Bus routes, visit [www.bigbluebus.com](http://www.bigbluebus.com). For media inquiries, please contact Francine Pares at 949-481-7559 or [fpares@intelibrand.com](mailto:fpares@intelibrand.com).

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