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FOR IMMEDIATE RELEASE

Media Contact:

Pattie Smith Jacobus

West Simsbury, CT 06092

Pattiesmithjacobus@gmail.com

Cell: 860.841.2611

Simsbury to Again Celebrate National Bike Month in May

Simsbury's Second Annual Bike Month Celebration Features a Signature Ride
Sponsored by the Farmington Valley Collaborative

The Simsbury Bike Advisory Committee, a collaboration between bike advocates and town officials, has released Simsbury's Bike Month Celebration events calendar for 2013. May is National Bike Month and the town of Simsbury will be promoting cycling and bike safety with enthusiastic participation from schools, businesses and the community.

Highlights of the 2013 Simsbury Bike Calendar include a pilot bike safety education program in the schools, a signature celebrity ride and the first Farmington Valley Bike to Work Day event. All of these events are designed to encourage more cycling, active family activities, commuting by bike and bike safety. In addition to the rides hosted by the Bicycle Cellar other noteworthy events include:

- * May 1 - Opening of Simsbury Free Bike community bike share's third season: Bikes are now available at thirteen (13) locations in five (5) towns
- * May 8th - Bike to School Day: Latimer Lane School will host a Bike/Walk to School event as part of the National Safe Routes to School Program
- * May 9th - Celebrity Ride: Ride with Simsbury First Selectman Mary Glassman
- * May 14 - Signature Celebrity Ride: Ride with Department of Energy and Environmental Protection (DEEP) Commissioner Dan Esty to Stratton Brook Park
- * May 17 - Bike to Work Day: First Farmington Valley Bike to Work Day Celebration - Iron Horse Boulevard
- * May 18 - Bike Demo Day: Weatogue Commuter Parking
- * May 25 - Bike Maintenance Workshop - Bicycle Express presents at the Simsbury Library

Our signature event, the ride with DEEP Commissioner Dan Esty, is sponsored by the Farmington Valley Collaborative, a voluntary association of 7 member towns that includes Simsbury, Avon, Canton, Farmington, Granby, East Granby, and Barkhamsted. Mary Glassman, Simsbury's First Selectman, on behalf of the Collaborative, extends an invitation to everyone to join us for this ride. "Simsbury and the Farmington Valley are leading the State in creating a bike culture that is safe, fun, and healthy. I invite residents and visitors to join us in celebrating National Bike Month in May."

For details about these events check the Town of Simsbury website or “Like” the Simsbury Free Bike page on Facebook and receive regular updates.

In 2010 and again in 2012, The League of American Bicyclists designated Simsbury as a bronze level Bike Friendly Community. Simsbury was the first Connecticut town to receive the designation. Simsbury is working toward earning a silver designation based on a feedback analysis from the League. Bike Friendly initiatives are designed to encourage more cycling by building a well-connected and safe infrastructure for commuter and recreational use.

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For more information about Bike Friendly America go to www.bikeleague.org/programs/bikefriendlyamerica . For local Simsbury bike news and events "like" us on Facebook at www.facebook.com/simsburyfreebike