



COUNCIL

FOR IMMEDIATE RELEASE

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Bike in Downtown Norfolk, And You'll Be Rewarded
Activities scheduled to celebrate Norfolk Bike Month

NORFOLK, Va. – (April 2015) – Downtown Norfolk Council has joined with the City of Norfolk and HRT's TRAFFIC program to celebrate Norfolk Bike Month throughout May. Scheduled events encourage and reward bike riders with discounts and giveaways throughout Downtown. The goal is to create awareness of the many new bike-friendly initiatives that have been accomplished including bike racks, sharrows (shared lanes), bicycle maintenance stations and advocacy groups.

May 1

7:30 – 9 a.m. Downtown Employee Appreciation Day

Noon-1:30 p.m. MacArthur Square Station

Enjoy free coffee, donuts and \$3 food truck lunch vouchers for Downtown employees, giveaways, bike vendors and tutorials on how to use HRT TRAFFIX's bicycle maintenance station.

May 1, 5 p.m. First Fridays, MacArthur Center Green

The first 25 bikers to use event bike racks will get a free beer ticket. The event includes vendors and live music with Guava Jam Band.

May 2, 11 a.m. Kickstand Junket, Governor's School Bike Parade

Parade through Downtown to the Arts District and after-party at The Plot with a bike decoration contest, food trucks and live music.

May 11–15 National Bike to Work Week

Bike to Work Day is May 15, and a pit stop will be located at The Plot from 7:30-9 a.m. with incentives, fruit and water.

May 21, noon Food Truck Rodeo, MacArthur Square Station

Giveaways to bike riders, bike vendor, food truck vouchers and tutorials on how to use HRT TRAFFIX's bicycle maintenance station will be available.

May 30, 9:30 a.m. Community Bike Ride, The Plot

The ride is 6.4 miles and is open to all ages. On-site registration will begin 30 minutes prior to the ride. It will also include a safety demonstration. [Click here](#) for more info.

A new bicycle maintenance station will be installed in the Arts District in April, and new mobile bike racks have been delivered to encourage ridership during special events. Additionally, Downtown Norfolk Ambassadors will hand out prizes to riders throughout the month. DNC has also enlisted member businesses to offer rewards to bicyclists.

For a complete list of Bike Month activities, visit www.NorfolkBikeMonth.com or <http://www.facebook.com/pages/Norfolk-Bike-Month/214044888610477>. On Twitter, access #nfbikemonth or #downtownlikesbikes.

Downtown Norfolk Council (DNC) is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 48-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit DowntownNorfolk.org.

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