

# N O R F O L K



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**Contact:** Lori Crouch  
office: (757) 664-4067  
cell: (757) 646-5381

*For Immediate Release*

## **We Roll Together! Norfolk debuts New Share the Road Program**

*New employee bike share program to kick off National Bike to Work Week*

**NORFOLK** – The Norfolk Bike Program is all about creating a bike-friendly city. The goal of Norfolk’s new “We Roll Together” campaign is to change the way all users of Norfolk roads relate to each other. “We Roll Together” will educate motorists and bicyclists to *slow their roll, know their role and share the road*.

In 2012, Norfolk created the first sharrows, a road designation that signals motorists to “share” the road with bicyclists, on Church Street. These directional bicycle road decals are paramount due to lack of designated bike-only lanes and the opportunity and cost to create them. Sharrows also support many of Norfolk’s priorities to increase accessibility, mobility and connectivity and environmental sustainability.

The “We Roll Together” campaign encourages safe and friendly bicyclist and motorist interaction by defining their rolls. *Slow Your Roll* educates motorists on the law, identifies proper bicycling arm signals and etiquette. *Know Your Role* educates cyclists on the law, proper arm signals and rules of the road. Through the “We Roll Together” campaign, the city will work with community stakeholders, businesses and schools to promote the campaign messages. Messages will appear on HRT buses, billboards and in Public Service Announcements. More information is available at [www.norfolk.gov/RollTogether](http://www.norfolk.gov/RollTogether), city recreation centers and libraries.

To kick off National Bike to Work Week on Monday May 13, 2013, the city will roll out a new Employee Bike Share Program. The program will provide bicycles for employees to use on a short term basis at City Hall and Recreation, Parks and Open Space and Utilities offices. The bicycles, outfitted with baskets and bells, helmets and the racks at three locations cost \$2,300.00. A brief safety training session is required.

For more information on We Roll Together, check out the home page of the city’s website, [www.norfolk.gov](http://www.norfolk.gov).

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