



# Bike Walk Week, June 4-12, 2011

It Just Keeps Getting Bigger!



# June 2011 = It Just Keeps Getting Bigger!

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- ▶ 9,603 registered
  - ▶ An increase of more than 30% from 2009
- ▶ New events like Yoga on the Greenway, the Riverlake Greenway Opening and Minneapolis' first Open Streets Celebration
- ▶ 53 bike walk teams
- ▶ Participated in Minneapolis' first Open Streets Celebration
- ▶ Wide earned-media attention
  - ▶ MPR. Fox 9 TV. Southwest Journal. MinnPost. KSTP TV. Minnesota Daily. Star Tribune. Pioneer Press. TC Daily Planet.



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Bike Walk Week

June 4-12, 2011

[www.bikewalkweek.org](http://www.bikewalkweek.org)

# History of Bike Walk Week

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- ▶ Bike Walk Week started as a day in 2007 and expanded to a weeklong celebration in 2008
- ▶ Became a year-round celebration in 2010 with weeks in June, October, and a winter walking campaign
- ▶ Bike Walk to Work Day includes celebration locations that offer free breakfasts and many new events
- ▶ Sponsors provide support for Bike Walk Week including \$3,000 in cash donations and prizes for participants valued at more than \$3,000!



# Thank You to our Sponsors!

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## Diamond (\$2000+)

Metro Transit

Target

National Multiple Sclerosis Society, Minnesota Chapter

## Platinum (\$1000-\$1999)

Civia, Metro Transit

## Gold (\$500-\$999)

Ameriprise Financial, Rainshield, City of Lakes Nordic Ski Foundation,  
Dero Bike Racks, The Bad Waitress Diner & Spy House Coffee Shop,  
The Mississippi Market Co-op, Hoigaards, Peace Coffee ,The Travelers  
Companies

## Silver (up to \$499)

Minnesota Interfaith Power & Light, Bike Commuter Institute, Great Harvest Bread Co.,  
Banjo Brothers



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# June Bike Walk Week Events

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Michelle Dibblee, TLC Organizer at the Downtown St. Paul Bike Walk to Work Day Celebration Location

- ▶ **June 4:** Twin Cities Heart Walk
- ▶ **June 5:** Grand Old Day
- ▶ **June 8:** Women's Wednesday
- ▶ **June 9:** Bike Walk to Work Day
- ▶ **June 11:** Yoga on the Greenway and the Riverlake Greenway Opening
- ▶ **June 13:** Minneapolis Open Streets Celebration/Bike Walk to the Twins and Saints games



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## Twin Cities Heart Walk

- ▶ Hosted by the American Heart Association
- ▶ Located at the Minnesota Twins Target Field
- ▶ More than 20,000 participants from across the Metro
- ▶ Hundreds registered at Bike Walk Week table

## Grand Old Day

- ▶ Bike Walk Week volunteers were part of the Grand Old Day Parade
- ▶ Handed out Bike Lights
- ▶ Staffed Ayd Mill Road tent with extra bike parking
- ▶ Grand Old Day draws more than 200,000 visitors



# June Bike Walk Week Events

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## River Lake Greenway Opening

- ▶ Bike/Walkway that will connect the Chain of Lakes once complete
- ▶ Grand opening featured [on My Fox 9 Twin Cities](#)
- ▶ Includes Minneapolis' only Bike Boulevard

## Open Streets Celebration



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## Women's Wednesday

- ▶ Women only bicycling safety class week prior to ride
- ▶ Women only ride through downtown Minneapolis



Rose Ryan prepares to lead the ride through downtown Minneapolis



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# Bike Walk to Work Day

- ▶ Celebration locations across the metro, including in St. Paul, Minneapolis, Anoka, Bloomington, Maple Grove
- ▶ Free breakfast offered along Midtown Greenway
- ▶ Silver Award ride past the Governor's Mansion
- ▶ The downtown Minneapolis celebration location is featured on [CBS Minnesota Morning News](#)



Silver Award ride past Governor's Mansion



Folks enjoying free breakfast at Freewheel Bike Shop's Midtown Greenway location





# June Celebration Locations



- ▶ By offering free or discounted breakfast, meals, drinks, or services on Bike Walk to Work Day, Celebration Locations reward bicyclists and walkers and offer support for those who are biking or walking for the first time
- ▶ Here are just a few of many celebration locations:
  - ▶ [Colle + McVoy](#): Free Caribou coffee, fruit, granola, yogurt. Prizes.
  - ▶ [Linden Hills Co-op](#): Family friendly happy hour with refreshments
  - ▶ [Freewheel Bike](#): Fruit, Coffee + Waffles
  - ▶ [Common Roots Cafe](#): Free coffee and bagels
  - ▶ [Birchwood Café](#): Free coffee and pastries
  - ▶ [Eastside Food Co-op](#): Free coffee, fruit + water
  - ▶ [Capital View Café](#): Buy-1-get-1-free Lunch
  - ▶ [REI](#): Refreshments and prizes (Bloomington, Maple Grove, Roseville)
  - ▶ [City of Fridley](#): Refreshments and Prizes



# Bike Walk Week in the News

- ▶ 2011 Bike Walk Week [Press Release](#)
- ▶ Governor officially proclaims June 4-12, 2011 [Minnesota Bike Walk Week](#)
- ▶ Minneapolis has dethroned Portland, Ore., as the bike-friendliest city in the country ([story](#))
- ▶ Minneapolis ranked #1 Bike-Friendly City in the United States by Bicycle Magazine ([story](#))
- ▶ Local Media
  - ▶ Kare11: [Minneapolis Opens its first Bike Boulevard](#)
  - ▶ Startribune: [How biking can help a company's bottom line](#)
  - ▶ Cycle Twin Cities: [It's Bike Walk Week!](#)
  - ▶ Fox 9 TV: [Twin Cities Bike Walk Week Highlights Helmet Need](#)
  - ▶ IamMnNice: [Mayor's Ride, Custom Bicycles and a Sore Butt](#)
  - ▶ CBS MN: [Hundreds Participate in Bike Walk to Work Day](#)
  - ▶ Kare 11: [Heart Walk kicks off 'Bike Walk Week](#)
  - ▶ Park Rapids Enterprise: [Plan to Bike to Work Thursday, June 9](#)
  - ▶ KTTC: [Twin Cities celebrate Bike Walk Week](#)
  - ▶ The Journal: [Bike Walk Week Underway](#)
  - ▶ The Republic: [Twin Cities Commuters urged to give up car, take a bike or walk to work instead this week](#)
  - ▶ All Voices: [Twin Cities celebrate Bike Walk Week](#)
  - ▶ Pioneer Press: [Twin Cities celebrate Bike Walk Week](#)
  - ▶ Startribune: [Bike Walk Week: It's how we roll](#)



# What's Next?

- ▶ Get geared up for Fall Bike Walk Week
  - ▶ Oct 3-9, 2011
- ▶ Oct. 5 is International Bike Walk to School Day
- ▶ Bike lane openings, walking events and more
- ▶ [www.bikewalkweek.org](http://www.bikewalkweek.org) for more information



Bike Walk Week

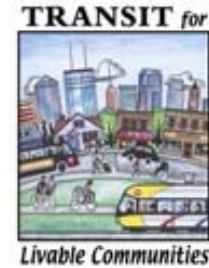
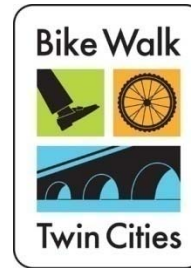
June 4-12, 2011

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# Info about BWW Partners/Organizers

▶ We're proud to say this is truly a joint endeavor. Here's a list of the growing number of partners putting this together:

- ▶ [St Paul Smart Trips](#)
- ▶ [494 Commuter Services](#)
- ▶ [Anoka County Transportation Management Organization](#)
- ▶ [Downtown Minneapolis Transportation Organization](#)
- ▶ [Hennepin County](#)
- ▶ [Metro Transit](#)
- ▶ [Minnesota Department of Transportation](#)
- ▶ [Bike/Walk Ambassadors](#)
- ▶ [Transit for Livable Communities/Bike Walk Twin Cities](#)
- ▶ [City of St. Paul](#)



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