



MEDIA Release

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BIKE TO WORK DAY DRAWS THOUSANDS OF TWO-WHEELED COMMUTERS

Participation numbers for yesterday's Bike to Work Day event stayed strong, largely preserving record gains from 2008's event. Organizers at the Denver Regional Council of Governments (DRCOG) had not expected to duplicate last year's 60 percent increase over 2007, given that the summer of 2008 brought record high gas prices to the region and unemployment rates could be a dampening factor for 2009.

Nearly 23,500 participants registered online for the event, compared to just over 25,000 in 2008. When unregistered riders are factored in, the number swells to past 30,000. The number of first-time riders dropped significantly from 2008 (down to 6,600 from 10,100), which, according to DRCOG RideArrangers Program Manager Linda Dowlen, is good news. "Keeping level with our overall registrations while decreasing the number of first-time riders is a great sign that the event is doing what it's intended to do," says Dowlen, "which is to introduce people to a new method of commuting. It looks as though people who rode to work for the first time last year on Bike to Work Day may have decided that this was a good fit for them."

DRCOG has been organizing Bike to Work Day in the metro area since the mid-1990s. Participation has grown year after year from an initial level of about 1,000 riders. This year more than 1,000 companies supported the event by registering teams, and about 135 local businesses, community groups and local governments organized breakfast stations for hungry cyclists.

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