



## NEWS RELEASE

### **Bike to Work Day Plans Support for First-Time Bicycle Commuters**

Washington, D.C. (May 5, 2017) – Thousands of metropolitan Washington area commuters are expected to take to the streets on their bicycles Friday, May 19 for Bike to Work Day 2017 (BTWD)—and many will be biking to work for the very first time.

“Each year, Bike to Work Day attracts commuters who choose to bike to work for the very first time, and after the event, 10 percent of them continue to bike to work an average of 1.4 days per week,” said Nicholas Ramfos, Director of Commuter Connections. “That’s an impressive conversion rate and it’s why we are committed to making every Bike to Work Day bigger and better than the one before it.”

BTWD organizer Commuter Connections and its partner, the Washington Area Bicyclist Association (WABA), plan the annual event with the first-time rider in mind; registration is fast, easy, and free, and participants can connect with a ride buddy or convoy led by an experienced commuter. Workshops are also offered to increase bicycling skills. Information for first-time riders is available at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org).

“It’s great to see more commuters consider bicycling each year as an option for getting to work,” said Greg Billing, Executive Director of WABA. “WABA is here to provide the support for anyone interested in biking—from novice to experienced—to make for a successful Bike to Work experience.”

More than 17,500 bicyclists are expected to register to take part in this celebration of a healthy, low-cost commute option that serves as the official kick-off for the bike to work season. For the first time, Bike to Work Day’s 10 largest pit stops will offer customized Snapchat geofilters. Pit stop visitors will

be able to use the free geofilters to social-share their Bike to Work Day experiences with co-workers, friends, family, and other event participants.

Register for Bike to Work Day online at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org). It is free and open to anyone in the region, from beginner to experienced daily bicyclists. All registrants will be entered in a regional bicycle raffle, and the first 16,000 to register will receive a free t-shirt to be picked up at one of 85 pit-stops.

Bike to Work Day is paid for in part by the following generous sponsors: Allegra Allergy, ICF, DCBikeLawyers.com, Takoma Bicycle, BicycleSPACE, Bike Arlington, California Tortilla, City of Alexandria GO Alex, and Marriott International.

Follow this year's event on Twitter at [@BikeToWorkDay](https://twitter.com/BikeToWorkDay), and by using #BTWD2017 or #BTWDC.