GUIDE TO GETTING THE MOST FROM BIKE MONTH
Each May, thousands of Washingtonians take to the streets in celebration of pedal power and the joy that comes from riding a bike. From elementary school classrooms to neighborhood street corners, our state comes together to support, encourage and celebrate all things bicycling.

Bike Everywhere Month is an important time to encourage people back on their bike, or even riding for the first time, especially as bicycling continues to grow nationwide. According to a report by the League of American Bicyclists with data sourced through the 2015 Census, bicycle commuting increased nationwide by 62% between 2000 and 2014 with a 50% increase in Washington state between 2005 and 2014. Bellingham and Seattle have some of the highest percentages of ridership in the nation, and communities across our state are embracing the many benefits of pedal powered movement.

Bicycling is on the rise, and Bike Everywhere Month is our time to prove that no one celebrates pedal power, and has as much fun doing it, like Washington does. Check out the [BIKE EVERYWHERE MONTH](https://www.cascadecycles.com/bike-everywhere-month) page on the Cascade website for more information on how you, your friends, your company and your community can participate.

We at Cascade would like to ask you to join thousands of people across the state of Washington in celebrating Bike Everywhere Month in May, with celebrations culminating on F5 Bike Everywhere Day — Friday, May 17, 2019! Check out the [BIKE EVERYWHERE DAY](https://www.cascadecycles.com/bike-everywhere-day) page on the Cascade website for more information about how you can get involved through hosting a Celebration Station, volunteering at one near you, or where else you can go to celebrate the event with other Washingtonians!

Cascade strives to be the hub for Bike Everywhere, and Bike Everywhere Day pages on the Cascade website for more information. We hope this guide provides some inspiration and resources to help make Bike Everywhere Month 2019 the best yet.
How can I get involved?
Get yourself ready to roll

At its core, Bike Everywhere Month is the time to get out and ride. Visit your local bike shop to get your bike up to snuff and ready to roll, and try to ride it a few times before May. Check out our LIST OF LOCAL BIKE SHOPS to find one near you.

Get back into practice and boost your stamina by joining a Cascade FREE GROUP RIDE, or come on one of our MAJOR RIDES this Spring. We also host the BIKE EVERYWHERE BREAKFAST on May 7, 2019 from 7am-9am, a great opportunity to talk wheels and spokes over eggs and toast.

Whatever your ability level is, Bike Everywhere Month is about setting goals—from a ride around the block to completing a century—we encourage you to try and ride your bike more than you would otherwise. Check out the TIPS FOR BIKING PAGE on the Cascade website for more info to get rolling.
Spread the Word

Those who have participated in Bike Everywhere Month know how much fun it can be. Aside from riding together, one of the best ways to help others join in the fun is by spreading the word through social media (Facebook, Twitter, Instagram, etc.) in your community/workplace/school, and by encouraging your local media outlets to come on board.

**SOCIAL MEDIA**

1. See our Social Media tools in the Promote Bike Everywhere Toolkit in the resources section below for sample posts, the Bike Everywhere Month poster, and graphics that are designed for any social media platform you can think of!
2. Announce beginning of Bike Everywhere Month, events, share stories/inspiration, etc. on Facebook, Twitter, and Instagram.
3. Use #WABikeEverywhere on posts whenever possible.
4. Tag @cascadebicycle so we can possibly repost.

**PROMOTE IN YOUR COMMUNITY**

1. Download the Bike Everywhere poster from the resource page on our website
2. Print out & hang posters on community boards in your workplace, school, gym, favorite hangout etc.
3. Ask local bike shops, coffee shops, restaurants, bars, etc. to let you hang a poster.
4. Check out the [ORGANIZATION TOOL KIT](#) for tips on getting your Co-workers involved.
5. Tell people about Bike Everywhere month the old fashioned way: word of mouth!

**RECRUIT LOCAL MEDIA OUTLETS**

1. Check out our sample press release in the resources below.
2. Identify local media outlets.
   - Newspapers
   - Culture/events websites
   - Organizations that send newsletters
3. Provide them with information and encourage them to spread the word!
Host Bike Related Events Throughout May

We encourage you to team up and host an event that helps get others rolling. It can be anything from a ride, to a class, to a happy hour—whatever you think will be a fun way to get others in the saddle.

From idea to completion:

MAKE A PLAN

Identify what type of event you would like to hold. Try to be as specific as possible as you identify what resources (food/drink, event space, materials, volunteer time- and associated costs) you will need for your event. We recommend considering how many people you anticipate participating in your event.

Check out the official ORGANIZATION TOOL KIT for more info.

SET A DATE

Remember, promotion matters. The earlier you set a date for your event the more time you will have to spread the word.

TEAM UP

They say two heads are better than one. Whether it is people in your neighborhood or a fellow business, make connections and pool resources.

CLICK HERE for an external link to some info on assigning roles in a group

DIVIDE UP TASKS

After identifying what you will need and when you will need it by, divide up responsibilities and have different people be in charge of specific tasks. This helps make sure everyone feels involved and that things don’t fall through the cracks.

SECURE RESOURCES

Check out our sample sponsor request letter in the resources below and tweak it to fit your needs. Send it to local organizations you think would be willing to support your bike event. Be sure to think about what you can offer a potential sponsor; advertising for them is always a good option.
PROMOTE

Promote and promote some more: You have come this far and want to make sure that people come enjoy your event. Create a Facebook event (make sure it is public when creating) and encourage your team to invite others, post event details on Instagram, and generally spread the word. We recommend doing two main promotions: two weeks from the event and the day before.

Be sure to let us know the details by tagging @cascadebicycle & emailing us at bikemonth@cascade.org so we can help promote on our community calendar.

HOST THE EVENT

Have a good time! It’s always a good idea to get an estimate of how many people attended your event so you can be more effective the next time.

EVALUATE AND SAY THANK YOU

Get together with your team to celebrate your accomplishment and think about what went well, what could have been better, and what you don’t want to do again (the good, the bad and the ugly). Make sure to thank volunteers, sponsors and anyone who helped make your event happen.

KEEP IT ROLLING THROUGHOUT THE YEAR WITH THE KNOWLEDGE THAT YOU HELPED MAKE YOUR COMMUNITY A BETTER PLACE TO RIDE!
How to Get Your Business Involved...

There’s several ways that you and your workplace can participate in Bike month, ranging from month long campaigns and team rides to hosting your own celebration stations.

PROMOTE BIKE MONTH AT YOUR WORKPLACE

Send email invitations to staff, putting up posters in your bike or locker rooms, and encouraging staff bike teams. Plan your own bike themed events at work, or host a bike 101 training for new riders. This can be the perfect time to a plan group bike ride with your co-workers. Pick a day of the week to organize a lunch time ride, or an after work ice cream ride.

Check out the Cascade 2019 BIKE EVERYWHERE HOMEPAGE for other business friendly participation ideas across Washington State. If you want more employer specific information about the advantages of cycling and are based in the Seattle Metro area, drop by our friends at COMMUTE SEATTLE. If you’re on the Eastside, check out TRANSMANAGE and CHOOSE YOUR WAY BELLEVUE, and for all of our friends in Pierce County, visit DOWNTOWN ON THE GO in Tacoma.

HOST AN OFFICIAL CELEBRATION STATION DURING F5 BIKE EVERYWHERE DAY, MAY 17

Bike Everywhere Month culminates on F5 BIKE EVERYWHERE DAY, May 17! This is a fantastic opportunity to promote a Bike to Work event at your workplace for both employees and your office neighbors to participate in together. Last year, over 20,000 people visited celebration stations in the region! Take advantage of this fun opportunity for your staff to volunteer in the community and introduce the public to your business!

Stations are typically roadside stops where passing cyclists can visit to join in celebrations. Past hosts have held breakfast stops or snacks, teamed up with mechanics for quick fixes, or even had music bumping and free giveaways. If you have staff who might only ride one day a year, this is the day to give them that extra bit of motivation.

If you’re interested in hosting a station, CLICK HERE to register your location using the linked webform between April 1 and May 10. Once we have your station info, we will post your station to a LINKABLE MAP to lead bikers to your doorstep.
SIGN UP FOR A WORKPLACE CHALLENGE

One great way to participate in Bike Month as an organization to sign up for a month long challenge like the BIKE EVERYWHERE CHALLENGE, brought to you by Washington Bikes. Sign up for free and create or join a team, log your trips, and compete against riders across the state for exclusive prizes and bragging rights. Registrations begin April 1, and there a world of options to join a local challenge.

HELP YOUR EMPLOYEES PREPARE

Roll with a Cascade FREE GROUP RIDE or come on one of our MAJOR RIDES. We also host the BIKE EVERYWHERE BREAKFAST on May 7, 2019 from 7am-9am. Cascade also offers a host of other trainings for new riders, CLICK HERE to learn more about Cascade’s adult class availability!
How to Get Your Kids, School or Educational Organization Involved...

BIKE TO SCHOOL MONTH

Do you know kids who are excited to bike and roll right alongside you? Adults aren’t the only ones who can participate in biking and walking activities this month. Visit CASCADE.ORG/BIKETOSCHOOL to learn more about getting the youngsters in your life involved in active transportation for Bike to School Month.

Cascade’s education team supports getting more kids biking and rolling whether it be their first time or their lifelong pursuit! Join us on Bike to School Day on May 9 or for the entire month’s Bike to School Challenge!

JOIN A CASCADE EVENT

Roll with a Cascade FREE GROUP RIDE or come on one of our MAJOR RIDES. We also host the BIKE EVERYWHERE BREAKFAST on May 7, 2019 from 7am-9am.

PLAN YOUR OWN RIDES AND EVENTS!

This can be the perfect time to a plan group bike ride with your co-workers or fellow students. Pick a day of the week to organize a lunch time ride, or an after school ice cream ride.

LET’S ROLL!

Bike Everywhere Month is only one example of why Washington is such a wonderful place to ride. Across the state our beautiful scenery, proactive communities, and a tradition of exploration make Washington the place to move by pedal power.

We at Cascade are proud to be one voice among many working towards the vision of Bicycling for All. Thank you for being a part of Bike Month and for all of the efforts to make Washington a better place to ride.
Thanks to our sponsors

f5
JUMP
RAD POWER BIKES
lyft
BECU
Microsoft
Seattle Children’s
KIND
LAGUNITAS BREWING COMPANY
SWIFT.INDUSTRIES
Peddler Brewing Company
ORTLIEB WATERPROOF
wpd
nuun hydration
FOR IMMEDIATE RELEASE DATE

Media Contact: [Name]
Phone: [number]
Email: [email]
Website: [web site]

MAY IS BIKE EVERYWHERE MONTH IN WASHINGTON STATE

Participate in Bike Everywhere Month with celebrations culminating on Bike Everywhere Day on May 17

[Your city; date of press release distribution] — With sunny weather just around the corner, [your organization] and Cascade Bicycle Club announce that May is Bike Everywhere Month, May 8 is Bike to School Day and Friday, May 17 is Bike Everywhere Day.

Bike Everywhere Month is an important time to get people back on the bike or riding for the first time, especially as bicycling continues to grow nationwide. According to a 2014 report by the League of American Bicyclists, bicycle commuting increased nationwide by 62% between 2000 and 2014, with a 50% increase in Washington state between 2005 and 2014. Bellingham and Seattle have some of the highest percentages of ridership in the nation, and communities across our state are embracing the many benefits of pedal powered movement.

Information about bicycle related activities across the state can be found on cascade.org.

Cascade encourages all people on bikes to ride S M A R T:

STAY ALERT
Momentary inattention is the number one cause of incidents. Watch for vehicles, bicyclists, pedestrians and hazards. Do not wear earbuds or use phones while riding.

MAINTAIN SPACE
Leave enough room in front of you to avoid other riders, vehicles and hazards. Ride outside the door zone, and move off the road or trail when stopping.

ACT SAFELY AND PREDICTABLY
Wear a properly fitted helmet. Make sure you can see and be seen. Ride a straight line and only pass on the left. Be courteous.

RESPECT THE RULES OF THE ROAD
Obey all traffic laws; stop for all red lights and stop signs. Signal turns whenever safe, ride no more than two abreast (single file is safer) and yield right-of-way when appropriate.

THINK AHEAD AND TALK
Scan ahead and anticipate what others will do. Communicate actions and hazards, tell others when passing and cross railroad tracks at a right angle when possible.

About [Your Organization]
[Include background info on your organization and the League here.]
Dear [Potential Sponsor]

The US is experiencing a bicycling renaissance, and Washington State is leading the way. Since 2000, the number of people commuting by bike has increased by more than 50% in our state. In 2016 over 20,000 people across the state participated in Bike Everywhere Month, and we hope to build on this momentum and make 2019 the best Bike Everywhere Month yet.

Bike Everywhere Month is coming up in May and we want you to be a part of our team. [Your Organization], in conjunction with [any other sponsors you have], is participating in Bike Everywhere Month by hosting [Describe your event here- include date and location].

In order to make [your event] successful we need [list requested services and/or materials]. In thanks of your generous donation, [your organization] will [what you will do for them- how you will advertise].

Bike Everywhere Month is Washington’s time to show that we support, encourage and celebrate all things bicycling. Support from [organizations/businesses] like yours helps us create a culture that supports Bicycling for All.

Thank you,

[Your Name]
[Your Organization]
[Your Contact Information]
BIKE Everywhere

GET OUT THERE

MAY 2019

cascade
Sample Posts

POST ANY TIME

• Roll with me during #WABikeeverywhere all May long!

• Bike Everywhere Month is the time to encourage, support and celebrate all things bicycling. Join me during #WABikeeverywhere all May long.

• Who will take the pledge to #WABikeeverywhere with me all May long?

Did you know that from 2005 to 2014 Washington state saw a 50% increase in bicycle commuting? [CHECK OUT THE REPORT: HTTP://BIT.LY/1M47CQG](http://bit.ly/1M47CQG). Let’s keep that momentum going as we #bikeeverywhere

TIMELY POSTS

**POST ON APRIL 30TH**

• Bike Everywhere Month starts tomorrow! Join us and thousands of Washingtonians across our state in celebrating all things pedal powered. Check out the Cascade Community Calendar to find bike-related events near you. #WABikeeverywhere

[www.cascade.org/calendar](http://www.cascade.org/calendar)

**POST WEEK 1**

• Washington state has some of the best bike paths in the US. Check out this link from WSDOT to find one near you and hit the trails as we #WABikeeverywhere


**POST WEEK 2**

• Need inspiration to come out and ride this May? Riding with my friends keeps me rolling. Check out the Cascade Free Group Ride program to find a group to #WABikeeverywhere with.

[#WABikeeverywhere](http://bit.ly/2lDVTw2)

**POST WEEK 3**

• Friday, May 18 is Bike Everywhere Day! Join us at our celebration station (add location) from (add times) as we celebrate alongside thousands of Washingtonians and #WABikeeverywhere

• Share a Picture of your Celebration station!

**POST WEEK 4**

• This is the final week of Bike Everywhere Month! Let’s get out for a ride and prove that no one celebrates like Washington does. #WABikeeverywhere

**POST JUNE 1**

• Thanks to all who made Bike Everywhere Month 2019 one of the best yet! We look forward to next year. #WABikeeverywhere