



Detroit Bikes! To Work Day - Michigan 05.14.2007

Detroit Bikes! To Work Day - Woodward 05.18.2007

National Bike to Work Week May 2007

- Purpose:

To engage individuals in celebrating and participating in cycling as a viable means of transit, and a productive activity to promote healthy living.

- Research:

- Generally coincides with Bike to Work Week/Month and is associated with the American Lung Associations Clean Air Month (May)
- Typically, multiple locations host the event. “Energizer Stations” are sponsored by organizations and companies with the intent of promoting the main purpose for bike to work day, along with associating these groups relationships to healthy living.
- Most events occur mainly for morning rush hour, but companies/employers are encouraged to promote other activities/events/or “goody” giveaways to encourage their workforce to become healthy, productive, and competitive. Events may include: Lunch; a company branded waterbottle or other personalized product, or potentially sponsoring their employee cycling team.

