



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
April 6, 2007

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Sacramento Region
Travel Info



Regional Rideshare
Partnership

Sacramento Area Council of Governments • Caltrans • City of Elk Grove • City of Roseville • El Dorado County Transportation Commission • 50 Corridor Transportation Management Association • McClellan Park TMA • North Natomas TMA • Placer County Transportation Planning Agency • Point West TMA • Power Inn Business and Transportation Association • Sacramento TMA • South Natomas TMA • Yolo TMA • Yuba-Sutter TMA

SACRAMENTO REGION BIKE COMMUTE MONTH KICK-OFF MAY 1

- Who:** Bike Commute Month honorary co-chairs West Sacramento Mayor Christopher Cabaldon and Sacramento City Councilmember Steve Cohn.
- What:** Co-chairs issue Million Mile May Challenge to an audience of 100-200 bicyclists. Other bicycling enthusiasts and public officials will speak. Two bicycle rides through the area will follow. Promotional items will be given away.
- When:** **Tuesday, May 1**
11:15 a.m. sign-up for rides
11:30 a.m. press conference
11:45 a.m. short ride: Two Rivers Trail and Old Sacramento
11:45 a.m. long ride: Ueda Parkway via American River Parkway
(both rides end at 11th & K streets, at the California Bicycle Coalition vendor fair)
- Where:** St. Rose of Lima Park, 7th & K Streets, Sacramento
- Why:** The regional challenge is for residents to ride one million bicycle miles in May. Bicycling is a zero emission commute, improving both air quality and physical health.

One million miles of bicycling in May reduces over 5,000 pounds of smog-forming nitrogen oxides from Sacramento's air. Bicycling three hours per week reduces a person's risk of heart attack or stroke by 50 percent.

The Million Mile May challenge is intended to remind us how fun and easy a bicycle ride is and how many of us could use our bicycles as alternatives to our cars.

Bike Commute Month is coordinated by the Sacramento Area Council of Governments and the region's transportation management associations and organizations. Special events and rides planned throughout the month are available at www.bikecommutemonth.com.

Sponsors include: Cal/EPA, Caltrans, Sacramento Region 511, Regional Rideshare Partnership, Sacramento Regional Transit District, Sacramento County, Sacramento Metropolitan Air Quality Management District and UC Davis Transportation and Parking Services.

Contact: www.bikecommutemonth.com or (916) 321-9000.

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SACDOT



SACRAMENTO METROPOLITAN
AIR QUALITY
MANAGEMENT DISTRICT

