



## NEWS RELEASE

For Immediate Release

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### **Knoxville to Celebrate 18<sup>th</sup> Annual Bike to Work Day**

**Knoxville, Tennessee – May 9, 2018**

Friday, May 18, is National Bike to Work Day, and people who take two wheels to work are invited to stop by Market Square on their commute. Free coffee, courtesy of Café 4, and treats will be available to “refuel” participants between 7:30 and 8:30 a.m.

Bike to Work Day is a way for people who have considered biking to work, whether to save money or to improve their health, to try it out. Bike convoys leave from north, south, east and west locations and offer guided, casual paced rides to Market Square. See [www.ibikeknx.com](http://www.ibikeknx.com) for a list of meeting locations.

“We encourage everyone to try bike commuting that day, even if you drive to one of the convoy meeting locations and then bike in with the group,” says Kelley Segars, Principal Planner with the Knoxville Regional Transportation Planning Organization. “You’re still saving money on gas, and making physical activity part of your daily routine.”

If downtown is not your destination, or if 8 a.m. is not your start time, there are other ways to get a “thank you for biking” on Bike to Work Day. Many local businesses are offering a free cup of coffee or other item all day on May 18 to people who bike to work. Other discounts are available throughout the month for anyone with an I Bike KNX helmet sticker, available by taking a safe biking pledge online, at Mast General Store or at Three Rivers Market. More details are available at [www.ibikeknx.com](http://www.ibikeknx.com).

Several prizes will be given out in June after Bike Month wraps up, including the longest bike commute logged on either the Smart Trips or I Bike KNX app. There are also two chances to win a prize for logging at least one bike trip during the month of May.

As an additional incentive to give bike commuting a try, Pace, Knoxville’s new app-based bicycle share, is offering promo codes throughout the month. If you haven’t used Pace before, you can use the code “IBIKEKNX” to get a \$10 credit. You can also use the code “ibike2work” for a \$5 credit before May 20.

Bike to Work Day is not just a day to encourage people to try bike commuting for the first time, but also a chance to celebrate the efforts of Knoxville’s committed bike commuters. Smart Trips, an incentive based program that rewards people for making alternatives to driving alone, has tracked more than 8,000 bike trips over the last year. Collectively, these bicyclists traveled nearly 48,000 miles. Those trips saved 2,200 gallons of gas and kept nearly 44,000 pounds of greenhouse gases out of the air. They also burned 2.5 million calories and saved \$11,000 in the process.

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**Knoxville Regional Transportation Planning Organization**

The Knoxville Regional Transportation Planning Organization (TPO) coordinates a comprehensive, multimodal transportation planning process for the Knoxville Urban Area. Member jurisdictions include Knox County and the urbanized areas of Anderson, Blount, Loudon and Sevier Counties and includes the following cities: Alcoa, Clinton, Knoxville, Lenoir City, Loudon, Maryville and Oak Ridge, the Town of Farragut, Tennessee Department of Transportation and East Tennessee Development District. For more information, visit our website:

[www.knoxtrans.org](http://www.knoxtrans.org)