



FOR IMMEDIATE RELEASE

October 27th, 2015

Commute Seattle's Annual Light Up Your Ride is on October 29th
Event to highlight bicycle safety and visibility as days get shorter

SEATTLE– Commute Seattle and the Seattle Department of Transportation (SDOT) are hosting their 3rd annual *Light Up Your Ride* event on October 29th from 4:00-6:30pm in McGraw Square (5th and Olive). Job growth downtown is expected to continue upward in the future and by 2035 the city expects to see more people walking and biking each day. As a result, SDOT is working on making transit more reliable and frequent and walking and biking safer and more comfortable so that people have lots of good travel options.

“Center City residents, employees and visitors need safe streets to travel on. With Vision Zero and investments in bicycle and pedestrian infrastructure, the City is providing our community with affordable travel opportunities,” said Scott Kubly, Seattle Department of Transportation Director. “I commend Commute Seattle for providing resources to help these folks see and be seen, bringing attention to this critical safety issue as we head into winter.”

Light Up Your Ride is a fun and festive way to get the bike safety message out. Commute Seattle is giving away RydeSafe reflective stickers to the first 500 attendees, and will also be raffling off great prizes from Chrome Industries and VeloBikeShop.

New this year, attendees are encouraged to light up their rides in a fun and festive way for the 1st Annual Lite Brite contest. Participants will decorate their bikes for Halloween or to be safely seen and compete at 5:15pm in McGraw Square. Winners will receive a Chrome Nightwatch messenger bag and other great prizes.

Representatives from Cascade Bicycle Club and the SDOT will be on hand to answer any questions and talk about the Center City Bike Network Project, and King County Metro will demonstrate how to load your bike on the bus. VeloBikeShop will display dozens of bike light varieties, and Pronto CycleShare will be on hand to demonstrate the ease of using their bike share system. Cliff Bars and hot beverages will be available to fuel riders up for the ride home.

“Just as we can't imagine a car being sold without lights, we must come to a similar understanding for people on bikes,” said Commute Seattle Executive Director Jessica Szelag. “Basic safety requires both lights and reflective surfaces, and *Light Up Your Ride* is our way of raising awareness of a serious issue in a really fun way.”

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About Commute Seattle

[Commute Seattle](http://www.commuteseattle.com/) is a not-for-profit commuter service organization working to provide alternatives to drive-alone commuting in Downtown Seattle, with a goal to reduce the drive-alone rate to 30% by 2016. Commute Seattle is an alliance of the Downtown Seattle Association/Metropolitan Improvement District, King County Metro, and Seattle Department of Transportation. For more information about our services, see <http://www.commuteseattle.com/>