



**MEDIA ADVISORY  
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**Media Contact:**  
Heidi Speight  
Commute Seattle  
[heidis@commuteseattle.com](mailto:heidis@commuteseattle.com)  
Office: (206) 613-3128  
Cell: (608) 658-3474

**SEATTLE – Seattle Bike Friendly Business Network Launch: Promoting Local Businesses That Love Bikes**

Seattle is a great place to ride a bike. The mild weather and active outdoor culture are part of the reason many new residents choose to move here. With today's launch of the [Seattle Bike Friendly Business Network](#), businesses now have a great tool to reach customers and employees who arrive by bike.

Pike Place Market was one of the first organizations to join the Bike Friendly Business Network. Ben Franz-Knight, Director of Pike Place Market PDA notes, "We are excited to have Pike Place Market recognized as a Seattle Bike Friendly Business. A growing number of visitors and artisans are arriving to the Market by bike, and with our recent installation of new scratch-resistant bike racks, cyclists can find convenient bike parking on Pike Place, Pine Street, Stewart Street, Virginia Street, Western Avenue and First Avenue. The new MarketFront expansion will include 33 additional bicycle spaces."

Attracting bike riders to your business makes sense. In Portland, OR a [retail study](#) found that people who arrive to a business by bike visit more often resulting in more money spent overall per month, specifically at restaurants, bars and convenience stores.

Plus, 10 customers arriving by bike can fit into the parking space of one customer who arrives by car. This short [video](#) of Jenny Kelly, owner of Sprout demonstrates how ground level retail shops benefit from having a business next to the 2<sup>nd</sup> Avenue Protected Bike Lane.

"The reception from the local business community has been outstanding", notes Commute Seattle Outreach Coordinator Hannah Faires. "From ground level retail shops like [Mobile Bicycle Rescue](#) to large institutions like [Swedish Medical Center](#), businesses want to make it easy for customers and employees to reach their place of business. We offer them a way to advertise their bike friendly amenities and give them tips on how to do more!"

In order to participate, businesses must demonstrate what they are doing to make biking to their location easier. Some examples include installing convenient bike parking, offering discounts to customers arriving by bike, providing access to a bike pump and tools, offering bike-tune up services or Pronto memberships for employees.

Benefits for the businesses include;

- a website with a Seattle area map to pin-point nearby Bike Friendly Businesses. Descriptions of what each business is doing to be “bike-friendly” appears and allows users to map their route to the business by bike,
- business members can receive discounts on bike racks,
- promotion within the bike community includes targeted social media and communications sent to all Cascade Bicycle Club and Commute Seattle members highlighting businesses in the network,
- all employees of a Bike Friendly Business are eligible for a free one year Cascade Bicycle Club membership, which can be used to get discounts on classes, organized rides, and more,
- members can easily sign up by filling in a [simple online form](#).

[The Seattle Bicycle Friendly Business Network](#) is a joint project of [Cascade Bicycle Club](#) and [Commute Seattle](#), providing tools for businesses who want to better reach employees, commuters and customers who arrive by bike.

