

NEWS RELEASE

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FOR IMMEDIATE RELEASE
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Alameda County Bike Commute Winner Gets Rolling During National Bike Month

ALAMEDA COUNTY - California. The Alameda County Transportation Improvement Authority (ACTIA) has partnered with the East Bay Bicycle Coalition (EBBC) in support of May as Bike-to-Work month. As part of Bike-to-Work festivities, a Bike Commuter of the Year is announced annually in each of nine Bay Area counties. This year in Alameda County, Laura McCamy was chosen as the 2009 Bike Commuter of the Year. The selection process, facilitated through peer nominations, targets cyclists who epitomize and actualize the health, environmental, social and economic benefits of bicycling.

McCamy, an Emeryville resident, works for the law firm Seversen & Werson located in San Francisco. She commutes via bike from Emeryville to San Francisco using BART's new eLockers, securing her bike at the MacArthur BART station. She incorporates biking into many of her personal activities, including after her wedding, McCamy and her partner, April Atencio, had a post-nuptial bike parade of guests, while still donning their wedding garb. In addition, McCamy organizes regular bike outings for her community with kids and adults. In this effort she is working with her neighbors to create teams for the May Team Bike Challenge; the kid's team is called the "Owesome Otters."

"I've known Laura as a neighbor at Emeryville's Doyle Street Cohousing Community for five years. During that time she has been one of my bike divas and role models as she has no car

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and does all her errands using her bike along with a 100+ pound bike trailer, including Saturday trips to the farmer's market," says neighbor Adam Eigner.

ACTIA and the EBBC are encouraging people to spare the air and engage in active transportation during May. On April 20th a marketing campaign was launched throughout Alameda County that highlights bicycling as a healthy mode of transportation. The "Get Rolling" campaign is focused on raising awareness and promoting bicycling as an everyday means of transportation. The campaign also highlights the fifteenth annual Bike-to-Work day on Thursday, May 14th.

The "Get Rolling" ads are prominently displayed on local bus shelters, as well as on the backs of AC Transit buses, in BART stations and on street pole banners throughout East Bay cities. The ads include themes like "Dining Today," "Entertainment Tonight," "Learning Today" and "Saving Today," all showing people using their bikes for routine everyday trips. Pedestrians are a part of vibrant communities as well and the ads also highlight people walking, emphasizing the overall benefit of safe streets.

Bike to Work Day in Alameda County is funded in part by ACTIA. "Get Rolling" is supported by ACTIA, the Alameda County Congestion Management Agency (CMA), EBBC, Kaiser Permanente, Novartis and Chipotle. Examples of the ads can be found on EBBC's website at <http://ebbc.org>. For more information regarding Bike-to-Work day visit the specified web page at <http://www.511.org>.

ACTIA administers Measure B, the half-cent transportation sales tax in Alameda County, which was approved by 81.5% of the voters. ACTIA delivers transportation improvements and services to keep Alameda County moving, including mass transit projects and programs, transit villages, bicycle and pedestrian corridors, and key highway projects to eliminate bottlenecks and improve local connectivity.

EBBC is a non-profit, tax-exempt 501(c)3 organization dedicated to promoting bicycling as an everyday means of transportation and recreation. The EBBC safeguards the interest of bicyclists in Alameda and Contra Costa counties.

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