



MEDIA RELEASE

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Bike Fitchburg named a Platinum Bicycle Friendly Business by the League of American Bicyclists

First-time applicant joins twelve other Fitchburg BFBs

Fitchburg, Wis. – Today, the League of American Bicyclists recognized Bike Fitchburg, Inc. with a Platinum Bicycle Friendly Business (BFB) award, earning them a place alongside over 1,500 businesses contributing to the movement to build a more Bicycle Friendly America.

“This round of awardees features shining examples of current and aspiring Bicycle Friendly Businesses working together to boost the number of places in their community where traveling by bike is not only possible but encouraged,” said Bill Nesper, executive director of the League of American Bicyclists. “We hope that more businesses, nonprofits, public agencies, and other organizations will continue to build off one another’s efforts to improve bicycling and employ this holistic approach to building a Bicycle Friendly America for everyone.

“Bike Fitchburg joins a total of 1,547 current BFBs nationwide, including government agencies, Fortune 500 companies, bike shops, and non-profits, all united in a commitment to transform American workplaces to be more welcoming to both customers and employees who bike. The Bicycle Friendly Business award recognizes an organization’s contributions in shifting and accelerating the movement to build a Bicycle Friendly America for everyone.

“When businesses choose to join our movement for more and better bicycling, the return on investment is clear for both businesses and the community at large — from employee retention and cost-savings on healthcare to fostering a greener environment and getting more investments in the local economy,” said Nesper. “Bike Fitchburg and similar businesses and non-profits recognize this and are putting in the work to make bicycling a real transportation and recreation option for all.”

Bike Fitchburg joins twelve existing BFB’s in Fitchburg, including Wheel & Sprocket (also Platinum), Griessmeyer Law (Gold), Adesys, the Fitchburg Chamber Visitors + Business Bureau, KL Engineering, Race Day Events (all Silver) and six Bronze BFBs around the city. Wisconsin now has more than 50 Bicycle Friendly Businesses.

As the local advocacy organization for biking and walking in Fitchburg, the non-profit’s entire mission is to get more people outside under their own power for the benefits that result, including health, safety, fun, mobility, economic success, and environmental protection.

Steve Arnold, Bike Fitchburg's project manager for the Bike League's Bicycle Friendly America program observed, "After helping ten Fitchburg businesses implement bicycle friendly practices and apply for BFB recognition in the last year, we realized, 'Why not us?' Applying for BFB recognition made sense, and the high award level was an amazing result!"

"I am thrilled to see Bike Fitchburg receive this recognition," said Aaron Richardson, Mayor of Fitchburg. "They do a lot to promote biking in Fitchburg. This award just validates what I already knew. Bike Fitchburg is a wonderful part of the community doing many great things."

In addition to its outreach to businesses, Bike Fitchburg monitors development and transportation projects in the city and suggests design improvements for the safety and comfort of all users, lobbies the city for expansion of the low-stress bicycle network, and leads safety classes for people who ride bikes and drive motor vehicles. Bike Fitchburg has two certified League Cycling Instructors offering the League's Smart Cycling curriculum.

"Safety is our most important product," stressed Bike Fitchburg president Tony Hartman. "Folks won't ride if it's not safe, so we work on both the reality and the perception of safety. Even one death or serious injury from traffic violence is too many!"

As part of the BFB network, Bike Fitchburg will have access to a variety of tools and technical assistance from the League to become even more welcoming to people who bike. To learn more about the BFB program or apply, visit the League at <https://bikeleague.org/business>. For assistance in implementing bike-friendly strategies or applying to be a BFB, reach out to Bike Fitchburg at info@bikefitchburg.org.



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About Bike Fitchburg, Inc.

As the local bicycle advocacy group for Fitchburg, Wisconsin, Bike Fitchburg works with the mayor, council, and city staff to make biking of all kinds and walking easier, safer, and more fun. Bike Fitchburg is a 501(c)(3) nonprofit, all-volunteer organization governed by a board of directors. Everyone who lives, works, or rides a bike in Fitchburg is invited to add their voices to ours by visiting our website and following us on social media. <https://bikefitchburg.org>

About the Bicycle Friendly America Program and the Bike League

To learn more about building a Bicycle Friendly America, including the Bicycle Friendly Community® (BFC), Bicycle Friendly State® (BFS), Bicycle Friendly Business® (BFB), and Bicycle Friendly University® (BFU) programs, visit <https://www.bikeleague.org/BFA>.

Since 1880, the League of American Bicyclists has been people-powered, with a goal to make bicycling safer and easier as a means of transportation and recreation. Today, the League continues to improve lives and strengthen communities through bicycling. We are more than 200,000 members and supporters strong with more than 1,000 state and local advocacy groups and bike clubs as well as thousands of businesses, universities, and communities together leading the movement to create a Bicycle Friendly America for everyone.