



MEDIA RELEASE

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Fitchburg's Business Community is on a Roll! Five New and Renewing Silver New Bicycle Friendly Businesses

Fitchburg, Wis. – Today, the League of American Bicyclists recognized five Fitchburg businesses with Bicycle Friendly Business (BFB) awards, earning them places alongside more than 1,100 businesses across the country contributing to the movement to build a more Bicycle Friendly America for everyone.

The awardees, all at the **Silver** level, are:

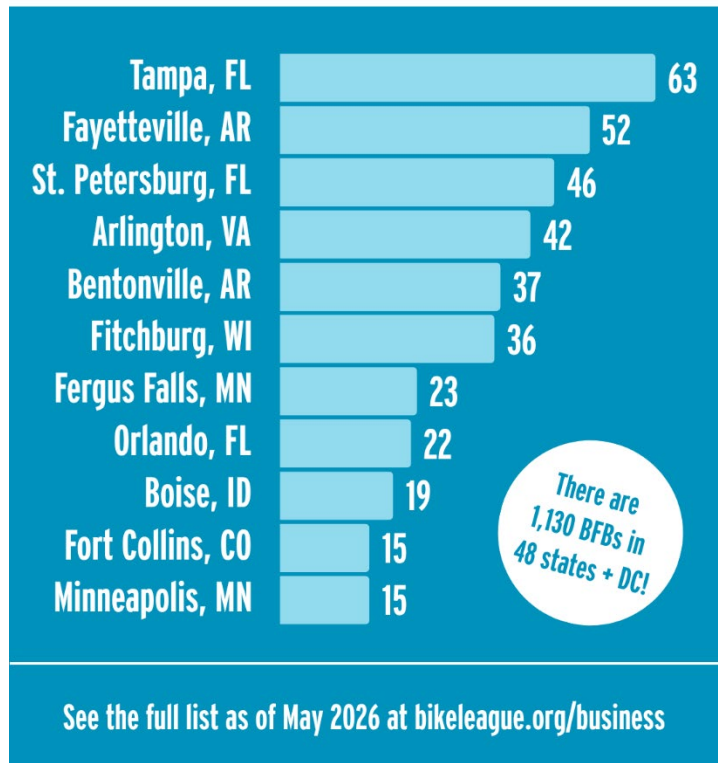
-  [Adesys](#) (renewal)
-  [Delta Beer Lab](#) (up from Bronze)
-  [Fitchburg Chamber Visitor + Business Bureau](#) (renewal)
-  [Fitchburg Family Pharmacy](#) (up from Bronze)
-  [Promega Corporation](#) (new!)

Bike Fitchburg and our partners on the Fitchburg Bicycle & Pedestrian Commission are proud that with thirty-six (36) BFBs, Fitchburg is **sixth in the nation** for the number of BFBs per community.

"During National Bike Month, we're proud to recognize businesses that are helping bicycling thrive in their communities," said Bill Nesper, executive director of the League of American Bicyclists. "From everyday encouragement to broader advocacy, Bicycle Friendly Businesses like Fitchburg's help build a culture where more people feel welcome to get rolling."



WHICH CITIES HAVE THE MOST BICYCLE FRIENDLY BUSINESSES?



The Fitchburg awardees join a total of 1,130 current BFBs nationwide, including everything from government agencies, Fortune 500 companies, museums, hospitality establishments, bike shops, and other employers, 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 up and accelerating the movement to build a Bicycle Friendly America for everyone.

"At the heart of this work is consistency," continued Nesper. "Bicycle Friendly Businesses don't treat biking as a one-time project. They build it into their policies, their benefits, and their culture. These Fitchburg businesses have shown what it looks like to stick with that commitment and make it part of how they operate every day."

All Fitchburg's BFBs share easy access to Fitchburg's low-stress bicycle network, the twenty-two Fitchburg bike-share stations of [Madison BCycle](#), and the Fitchburg Greenway System. They removed barriers to biking such as prohibitions of bikes in drive-throughs and many provide significant incentives for employees and guests to arrive by bike.



Fitchburg's Bike to Work with the Mayor and Bicycle Friendly Business celebration, May 15, 2026 (Photo by Ald. Logan Reigstad)

Promega Corporation, one of Fitchburg's largest

employers, debuted in the Bicycle Friendly Business program with a Silver award. "Promega has long prioritized employee wellbeing and sustainable commuting, backing that commitment with bike commuter subsidies and on-site amenities that make cycling to work a viable, supported choice," said Steven Leverentz, Promega's Community & Property Relations Manager. "This recognition is a reflection of those values." Promega's new buildings feature bike rooms, a multi-use path system connects all campus buildings, and it pays employees a per-mile stipend to commute by bike.

The remainder of the Fitchburg awards are renewals. **Adesys** and the **Fitchburg Chamber** continued their bike-friendly ways, renewing their Silver awards of 2022. **Delta Beer Lab** and **Fitchburg Family Pharmacy** were recognized for their improvements since their Bronze awards in 2022 by upgrades to Silver. For example, the pharmacy refused to renew its lease until its landlord permitted the business to install proper bike parking at the main entrance. "Sometimes persistence is required to overcome a barrier," said Thad Schmacher, PharmD,

owner of the pharmacy. “The lack of bike parking was hampering my own commuting to the store. Proper parking for bikes gave us back badly needed space indoors.”

As part of the BFB network, Fitchburg’s new awardees have access to a variety of tools and technical assistance from the League to become even more welcoming to people who bike. When employees and guests are welcomed to bike, great things happen.

“Fitchburg’s businesses are on the same page in supporting biking,” said Julia Arata-Fratta, Mayor of Fitchburg. “They see the benefits in employee enthusiasm and customer loyalty. When more people bike, all our residents enjoy a better environment, improved community health, and less traffic and parking congestion. Biking is a gift that keeps on giving!” The mayor will publicly recognize Fitchburg’s newest Bicycle Businesses at a future event.

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 recognized as a BFB, reach out to Bike Fitchburg at info@bikefitchburg.org.



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About Bike Fitchburg, Inc.

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

About the City of Fitchburg

Fitchburg is a six-mile-square city of more than 36,000 residents in south central Wisconsin. The southern neighbor of the capital city of Madison, Fitchburg was a town before incorporating in 1983, and so is one-third urban and suburban, and two-thirds rolling glacial farmland and natural areas. Recognized as a Silver level Bicycle Friendly Community in 2015, the city is blessed with three state

trails and three mountain bike parks and has developed a dense bicycle transportation network of scenic rural roads, off-road paths, bicycle lanes, and quiet neighborhood streets. Fitchburg's third Bicycle and Pedestrian Plan, adopted earlier this year, describes the city's commitment to biking and walking. <https://fitchburgwi.gov>

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 leading the movement to create a Bicycle Friendly America for everyone. <https://www.bikeleague.org>.