



MEDIA RELEASE

For immediate release: August 19, 2026

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Four Bicycle Fitchburg Friendly Businesses Renew Two Attain Silver Status

Fitchburg, Wis. – Today, the League of American Bicyclists (the Bike League) renewed the Bicycle Friendly Business (BFB) status of four Fitchburg businesses, including two promotions from Bronze to Silver. These organizations continue contributing to the movement to build a more Bicycle Friendly America for everyone.

“When businesses support biking, they strengthen the communities they serve,” said Bill Nesper, executive director of the League of American Bicyclists. “Across industries, from nonprofits cultivating more active workplaces to transportation planning firms designing inclusive streetscapes, Bicycle Friendly Businesses like Fitchburg’s are building a healthier, more connected America.”

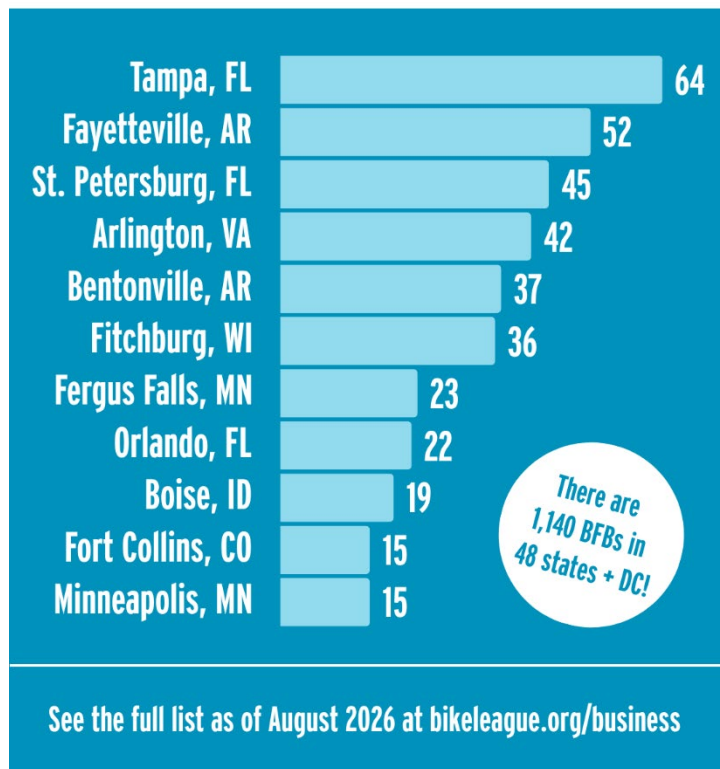
The awardees are:

-  [Boys & Girls Club Allied Family Center](#), Silver (up from Bronze)
-  [KL Engineering](#), Silver
-  [Oasis Café](#), Bronze
-  [SHINE Technologies](#), Silver (up from Bronze)

Bike Fitchburg and our partners on the Fitchburg Bicycle & Pedestrian Commission have worked since 2022 to recruit organizations to improve their bike facilities and policies and apply for these



WHICH CITIES HAVE THE MOST BICYCLE FRIENDLY BUSINESSES?



awards, which are current for four years. These awards complete the renewals for our largest cohort, eight awards in the summer of 2022, including four upgrades from Bronze to Silver.

With thirty-six (36) BFBs, Fitchburg remains **sixth in the nation**. The Bike League will tap into the success of Fitchburg, along with Fayetteville (ranked second) and Bentonville (ranked fifth), Arkansas, to offer a free, national Webinar, [How to Use Bicycle Friendly Businesses to Advance Bike Advocacy](#), on August 25.

“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 organizations have continued and increased their efforts over the four years since their initial awards. We are proud to recognize their continuing work.”

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)

As part of the BFB network, Fitchburg’s 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.

“Receiving a Bicycle Friendly Business award in Fitchburg is not a one-time event,” said Julia Arata-Fratta, Mayor of Fitchburg. “It’s a milestone in a continuous improvement process that, for these organizations, has continued for more than four years and yielded second awards. I am so grateful to these businesses and the advocates that support them for how they’ve improved our city.” The mayor will publicly recognize Fitchburg’s these four renewals and the five awards received last May at a future Common Council meeting.

“We’re delighted to receive this recognition and grateful to be part of a community that values safe, accessible transportation,” said Taylor Jackson, Boys & Girls Clubs Interim President and CEO. “Supporting biking helps our youth, families, and staff stay connected, active, and

engaged, and aligns with our commitment to creating opportunities for all young people. We're proud that our Fitchburg locations offer secure bike parking, BCycle stations, and convenient access to Fitchburg's growing bike network."

"We are especially proud that four of the eight Fitchburg organizations renewing this year received upgrades to Silver from their 2022 Bronze awards," said Steve Arnold, Bike Fitchburg Treasurer and co-leader of the advocacy organization's business outreach. "Reviewing our applicants feedback with them, suggesting easy-to-implement bike friendly attributes, and assisting on their long-term projects has paid off!"

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>.