

FOR IMMEDIATE RELEASE

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Campbell River's 3rd Annual Bike to Work Week: Seeking Committee Members

Looking for a way to help green the planet and promote health and fitness? The City of Campbell River is calling on cycling enthusiasts and interested community members to volunteer for the 2010 Bike to Work Week.

Bike to Work Week takes place between May 31st and June 6th, 2010. This year the City of Campbell River is looking to make the event even bigger and better than the past two years. In 2010 the City had 71 registered teams and 349 cyclists, including 143 new cyclists, who cycled a total of 10,260 kilometers. The 2009 Bike to Work Week included two great breakfast stations with muffins and coffee, a BBQ with burgers and lots of hot drinks, and one mini bike film festival with popcorn and pop.

"We were really pleased with last year's participation in Bike to Work Week and we'd like to out cycle last year's turn out," says Mayor Charlie Cornfield.

Bike to Work Week (BTWW) began in 1995 in Victoria with a core group of commuter cyclists who felt cycling lacked visibility and status, and wanted to do something to raise the profile of individual and community benefits from biking to work. This initiative has now spread across BC and in 2009, Bike to Work BC included participation from more than fifteen communities across the Province and netted 22,358 total riders, including 6,483 new riders. Cyclists in 2009 travelled approximately 676,864.51km saving 187.49 tonnes in CO₂ emissions.

BTWW is continuing to spread across BC with the help of the Government of BC and Transport Canada. Campbell River will be participating in BTWW 2010 and the BTWW committee is starting to gear up for this year's events. The Committee is seeking more members and volunteers to help organize this popular event.

To find out more about how you can help or be involved, attend the BTWW Information Session on **Monday, February 22, Sportsplex, Room #3.**

For more information please contact Amber at 250-286-5742.

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