



Get on your
bike!

2014 Yearbook

May 26 - June 1





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A Message

Congratulations Campbell River, we have just completed our 7th Bike to Work Week! As with previous years, this event was a tremendous success. We had a fantastic turnout, including all ages and stages of people. There were lots of smiles to be had at the five events, including 3 breakfasts, 1 BBQ and 1 movie night.

We had 419 total cyclists, 72 total teams, 130 new riders, 15,576 total kilometers cycled, resulting in 467,291 calories burned and 3,377 kg of greenhouse gases saved! Good job Campbell River!

A final thanks to all our participants, sponsors and volunteers. We cannot put on this event without you! We hope to see you next year.

The members of the 2014 BTWW committee are:

Dave Brown (missing from photo)
Jenn Parker
Kerry McGourlick
Maggie Lukban

Melissa Heidema
Sue McDonald
Teryl Bertagnolli
Zoie Richards





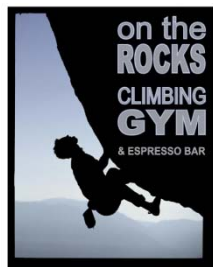
Gold Sponsors



marine harvest
excellence in seafood



CAMPBELL RIVER MIRROR



HEALTHYWAY
natural foods market





Silver Sponsors



Bronze Sponsors



Honourable Mention

BC Cancer Agency

Starbucks

Thanks to our sponsors! **Bike to Work week**
May 26 - June 1, 2014

Gold and Celebration Station Sponsors



Thank you to all our sponsors: we could not have done this without you!



BIKE TO WORK WEEK 2014 YEARBOOK



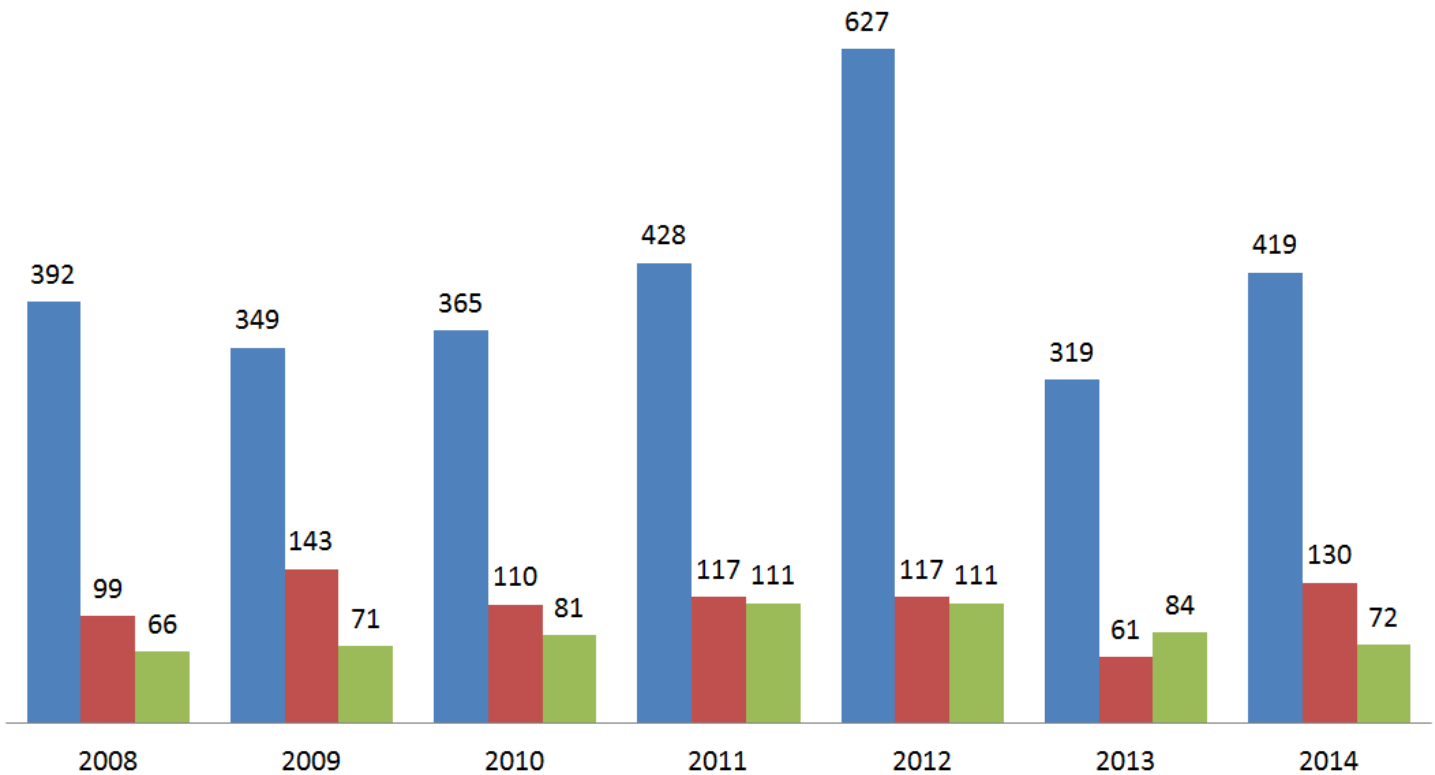
Facts and Figures

2014 was our 7th year, and we had an amazing turnout, including:

- 419 cyclists
- 72 teams
- 130 new cyclists
- 15,576 total kilometers cycled
- 467,291 calories burned
- 3,377 kg of greenhouse gases saved

Bike to Work Week: Campbell River

■ Number of cyclists ■ New cyclists ■ Teams



BIKE TO WORK WEEK 2014 YEARBOOK



**Monday's Breakfast Celebration Station
CBI Rehabilitation in Motion (Willow Point)**

Bike to Work Week kicked off with a breakfast Celebration Station on Monday. Muffins, fruit, juices and lots of great coffee warmed up the participants. There were approximately 60 cyclists who participated.





BIKE TO WORK WEEK 2014 YEARBOOK



Tuesday's Movie Night

CR Museum, sponsored by North Island Epic

Bike to Work Week continued Tuesday with a bicycle themed movie night at the Campbell River Museum, sponsored by North Island Epic. 54 cyclists showed up to enjoy.



Bicycle Film Festival!

Presented By:



**Tuesday May 27,
Campbell River Museum**

DOORS OPEN @ 7 PM

Coffee and Gingerbeer

Admission By Donation



BIKE TO WORK WEEK 2014 YEARBOOK



Wednesday's BBQ

Hosted by the CR Head Injury Society and Marine Harvest at Spirit Square

Thanks to the Campbell River Head Injury Society for hosting the BBQ and to Marine Harvest for donating and cooking the salmon burgers. Yummy! There were over 70 people who attended the BBQ. Thanks to donations received at the BBQ and donations from Tuesday's movie night, the Campbell River Head Injury Support Society received a donation of \$559.



BIKE TO WORK WEEK 2014 YEARBOOK



**Thursday's Breakfast Celebration Station
Campbell River Christian School on Dogwood Street**

The burritos were missed but a great breakfast was hosted to over 80 happy cyclists by the Campbell River Christian School. Once again, the Loeb's brought out their bike powered blender.



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BIKE TO WORK WEEK 2014 YEARBOOK



**Friday's Breakfast Celebration Station
Outdoor Addictions & On the Rocks Climbing Gym**

Over 60 cyclists enjoyed indoor comfort at this station with great muffins, cookies, energy bars, fruit and coffee.





Workplace Teams and Team Names

99.7 The River: Talking Heads
Alder Medical Centre: Health Angels
ASL-JV: Dam Pushers
BC Centre for Aquatic Health Sciences: Salmon Spokespeople
BC Hydro: The Replacements
BC Hydro Distribution: Hydrosoreassess
BC Ferries: Wannabees
bCHOSwecan: Bchoswecan
BC Liquorstores: Booze Peddlers
Campbell River Family Services: Bike we
Campbell River Head Injury Support Society: The Brainy Bunch
Campbell River Mental Health and Substance Use: Spinning Wheels
Centre for Spiritual Living: Spirit Riders
Christian Life Children's Centre: Blessed Bikers
City of Campbell River: City Haulers
City of Campbell River: CR City Hall 2nd floor
City of Campbell River: Recreation and Culture Department
Recreators
City of Campbell River: Roads Department
Coastal Eyecare Clinic Willow Point: Coastal Eyecare Willow Point
CRCS: Healthyway
CROEE: CROEE
Dogwood Dental Health Centre: Dogwood Dental Divas
Ecole des Deux Mondes: Les Cyclistes
Ecole Phoenix Middle School: Phoenix Firebirds
Ecole Willow Point: Ecole Willow Point Bikers
Evergreen Seniors Home: Evergreen Seniors Home
Fisheries and Oceans Canada: Wheely Big Fish
Gary Hartford Counselling: Cycle-therapy
Grieg Seafood BC Ltd: Grieg Reapers
Healthyway Natural Foods: Healthyway
Hoffman Family: Hoffman Family
ICBC: Loose wheels
Interfor Corporation: Interfor Coastal Cruisers
Island Health: Tragically Fit
Island Health Port Hardy: Pedallers
Kask Graphics Ltd: Team Kask
KDC Health: KDC Health
Loeb Family: Low Gear Loeb
Marine Harvest Canada: Team Blue Revolution
Ministry of Forests, Lands, Natural Resource Operations: FLNRrrrrrollers
Ministry of Labour: Smokin Spokes
Ministry of SDSI: Bike Chicks
Noboco Styro Containers: Steam Team



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MORE - Workplace Teams and Team Names



North Island College: NICcycles
Ocean Pacific Marine: Ocean Pacific Trade Winds
Onsite Engineering Ltd: Onsite Engineering Ltd.
Plastics: Squeaky Wheels
PRT Growing Services: No home for Styrofoam
Quadra Island Builders: Quadra Island Builders
Quadra Island Medical Clinic: QIMC
RBC: Royal Wheelers
RCMP: Campbell River RCMP
Ripple Rock School: Ripple Rock Riders
Robron Centre: Robron Centre
Secret Storage Books: Going South
Seymour Pacific Developments and Broadstreet Properties:
 Seymour Pacific / Broadstreet Properties
Simms Creek Farm: Simms Creek Farm
Smyth aviation: Smyth
Spinners: The Spinners
StoneCroft: Trusting Cedar
Strategic Natural Resources Consulting: SNRC
Strathcona Regional District: Strathcona Regional Riders
TimberWest Forest Corp: Timber
VIHA: Campbell River Hospital Commuters
Western Forest Products Inc: Sue and her Motley Crue
York Machine Shop: Use the Swarf
Zimmfor Management Services Ltd: Zimmforward





Top Riding Teams Based on kilometers logged

- | | |
|---|---------|
| 1) Seymour Pacific Developments and Broadstreet Properties | 1,074km |
| 2) Interfor Corporation: Interfor Coastal Cruisers | 633km |
| 3) Marine Harvest Canada: Team Blue Revolution | 620km |
| 4) BC Hydro, John Hart: The Replacements | 610km |
| 5) Fisheries and Oceans Canada: Wheely Big Fish | 549km |
| 6) City of Campbell River, City Hall: City Haulers | 520km |
| 7) Quadra Island Builders | 513km |
| 8) BC Centre for Aquatic Health Sciences: Salmon Spokespeople | 492km |
| 9) North Island College: NICcycles | 486km |
| 10) York Machine Shop: Use the Swarf | 437km |



Much anticipated posters...



Bike to Work week

May 26 - June 1, 2014

Get on your bike!

Bike to Work™

Register at www.biketowork.ca/registration

SPONSORED BY



BRITISH COLUMBIA





Bike to Work *week*

May 26 - June 1, 2014

3 weeks to go!

Get on your bike!

Breakfast Station
Monday May 26th
6:30 am - 8:30 am
CBI Rehabilitation in Motion
Willow Point

Movie Night
Tuesday May 27th
7:00 am - 8:30 am
CR Museum
hosted by North Island Epic

BBO
Wednesday May 28th
4:00 pm - 6:00 pm
Spirit Square
hosted by the
CR Head Injury Society

Breakfast Station
Thursday May 29th
6:30 am - 8:30 am
Campbell River Christian School

Breakfast Station
Friday May 30th
6:30 am - 8:30 am
On the Rocks & Outdoor Addictions

Bike to Work™

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SPONSORED BY





Bike to Work *week*

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SPONSORED BY





Team Leaders

Team leaders were treated to a great team leader package with food samples provided by Healthyway Natural Foods, a beverage from John Crabbie and Co, snap bracelets from the BC Cancer Agency, route maps for cycling in Campbell River and a unique Campbell River BTWW T-shirt.

T-Shirts

Every year, we create a t-shirt for Bike to Work Week. The shirt for 2014 was a short sleeve, dark blue, technical T-shirt. They are given to sponsors, team leaders, given away as prizes and are available for purchase. Make sure you get yours before they run out!

Website

This year featured a brand new, re-designed website. The site includes information on registration, contact information, Celebration Stations, useful tips and advice, photos and results. The website is administered by Bike to Work BC and includes information on Bike to Work Week in other municipalities across BC.

Make sure you check it out for next year!

www.biketowork.ca



BIKE TO WORK WEEK 2014 YEARBOOK



Prizes

Bike to Work Week gives away some awesome prizes. We give away prizes during the celebration stations – but you have to be there to win! We also give away prizes at the end of the week, drawn from all of the paper ballots from the celebration stations. The grand prize was a Kona bike, courtesy of Spokes. To encourage teams and individuals to register on the Bike to Work Week website, we also drew from online registrations. On top of all that, some of the celebration stations provide their own prizes. And, as a bonus, Bike to Work BC also had a grand prize, drawn after the week from all online registrants. This year, their grand prize was a cycle trip to Cuba for 2, including airfare.

Henry Grieson was our grand prize winner of the Kona bike from Spokes.



BIKE TO WORK WEEK 2014 YEARBOOK



Testimonials

"Like a number of City employees, I enjoy riding my bike.

I ride my bike to work throughout the year when my schedule allows, I go for long rides on weekends, and I just returned from a bike-riding vacation, great way to see a new country! but I digress...

I applaud the efforts of our many employees participating in Bike to Work Week, and I encourage you to ride, rain or shine, as often as possible. Our City has an abundance of great trails to get us around the community.

Celebrate this week, and ride on throughout the year!"

Andy Laidlaw, City Manager, City of Campbell River



"I bike to work as a way to start my day off with energy. Biking is refreshing and gets me moving first thing in the morning and helps me to let go of the stresses of the day on the way home. It's great for fitness and for mental well-being. It's also a way to have a lower environmental footprint by choosing a green mode of transportation. Bike to Work Week is great because it's a fun way to encourage people to be active and try an environmentally friendly way of getting to work. There is a lot of camaraderie and community spirit around biking during Bike to Work Week which makes it a great event.

I'd suggest new cyclists just get out and try riding. Try a short distance and if it's a bit uncomfortable or hard the first time you ride, don't be discouraged. It gets easier each time!"

Amber Zirnhelt, Sustainability Manager, City of Campbell River

"I bike because I love the feeling of freedom when I am on my cruiser bike, the feeling of speed when I am on my road bike, and the rush of adrenalin and excitement when I am ripping down a technical section of trail on my mountain bike.

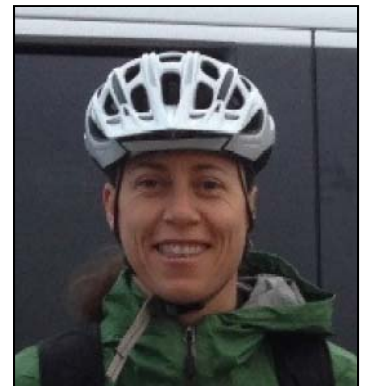
I bike to work because I have a fairly short commute, like the exercise, and the fact that I am limiting my carbon footprint.

Bike to Work Week is a great opportunity for me to promote cycling at my work place and get coworkers thinking about a healthier lifestyle.

For any new cyclists I would suggest that keeping it fun is a must. Don't be discouraged by steep hills and others that are faster. You will eventually get there too. Just enjoy the ride.

As a team leader, I encourage others through humorous reminder emails, self participation, and use the lure of a really great prize for the person who has the most kms at the end of the week."

Zoie Richards, Team Leader for Strategic Natural Resource Consultants Inc.





"I bike because I like to bike. I love the simplicity of a bike's geometry. I love being able to power myself from A to B using exclusively my own power. Further, it is great exercise and done entirely outside.

I bike to work because it is good for my body and mind, my health and well-being, my transition between work and play, and it gets me outdoors twice a day and puts me in daily touch with my local surroundings.

I enjoy encouraging others to try cycle commuting as a practicable means of transportation and I enjoy gathering with other bike commuters to share a salmon burger and exchange tales of our nastiest weather commutes.

My suggestion for new cyclists: Just try it. No lame excuses – just throw a leg over a bike one morning and see what you think. Mind you – do it safely.

I like being a team leader because I like to encourage co-workers to try biking to work or at least to contemplate an alternative transportation method. Cars aren't the only option. I try to encourage co-workers by promoting the event with weekly email reminders (starting 4 weeks prior) and informal "tune-up" guided rides in the preceding weeks. I have also offered myself as a motivator to get people to try cycling (ie/ I will ride to your house in the morning to pick you and up we'll ride in together). Lastly, a good ol' challenge is a great way to motivate folks – Sue and I started the BTWW Forestry challenge in CR and that definitely gained some traction and buy-in from the various participant companies and employees."

Douglas Sauer, Team Leader for Strathcona Regional District

"Well, folks, on the eve of Bike to Work Week, I'm digging out the spandex shorts, greasing my sprockets and pumping my tires to get in on the fun.

Actually, I don't have any spandex shorts – thankfully, for your sake and mine – but I do have a 1990s-era Peugeot mountain bike that I bought from Spokes many years ago and is still going strong.

I have ridden my bike to work on and off over the years and if I didn't need my car for work, I would probably ride to work most days. It's hard to squeeze in time for exercise in my busy life and so taking that time to ride into the office is perfect.

And our paper has covered Bike to Work Week since day one but this year, I thought I'd actually commit myself to participating in a more tangible way.

So, my plan is to see if I can do my job, or at the very least, get to work on my bike. If you see a middle-aged, overweight cyclist on a green bike chasing after a fire truck with a camera around his neck, feel free...to offer me a ride.

We do need a certain degree of mobility in this work and usually job ads in the newspaper field state that a dependable vehicle is required. We actually get some money to compensate for the gas our vehicles consume, so my profession works against me being a bicycle commuter. But for one week of the year, I can give it a try.



One of the challenges of course in biking to work in this town is the hills. I have to come from the lowlands of Willow Point, up Dogwood Street to the 2nd Avenue area. It was a vigorous pedal when I last attempted to bicycle commute. Now that I'm even more out of shape, I predict I'll be walking up the Dogwood Hill coming out of the Beaver Lodge Lands.

But, hey, what's life without few challenges, eh?

So, break out the chain oil, snap the waistband on those spandex drawers and let's get pedalling!"

Alistair Taylor, Campbell River Mirror (sponsor) from article May 22, 2014

"I was planning to participate in Bike to Work Week this week as a way to jumpstart a get-fit campaign (yes, another one). By cycling to work just about every day, I felt I could spring board into cycling regularly and whittle the ol' bod back down to a decent form.

Cyclists keep trying to intrude into the public planning and transportation discussion, reminding everyone that they're part of the transportation picture too. They are quite often forgotten and not taken seriously when municipal planners include bike lanes in neighbourhood and transportation corridor plans. Campbell River is definitely an automobile-oriented town but civic planners are including bikes in the equation, much to the dismay of the majority of the vehicular population, I suspect.

On my last trip to Vancouver, I learned just how much cyclists there have imposed themselves on the transportation agenda when I tried to drive around downtown Vancouver. Swarms of cyclists were pedaling down bike-only lanes in some of Vancouver's densest corridors.

Now, this is much to the dismay of some media personalities who rail against what they imply is a minority of people who want to bike around town. It certainly seemed to me that cyclists were numerous and visible and, sometimes, inconvenient for automobile traffic. But they are there to stay.

Is this a vision of Campbell River's future? Perhaps. There are many good reasons to encourage bicycle traffic. It's healthy, it's clean and it's easier on the environment. And the distances aren't that great in Campbell River. The rain, however, is considerable, particularly in winter and that as much as anything may limit cycling.

Not for everybody, though. There are people who cycle-commute throughout the year and many people bicycle in some form or another throughout the seasons. Mountain biking is definitely most popular with so many great trails available around Campbell River.

Most of the streets are navigable by bikes without too much trouble. Dogwood gets a little hairy once you come out of the Beaver Lodge Lands and pass Robron. As you go by Merecroft Village, you feel a little vulnerable so there is a need for a bike lane there. I tend to try to stay on the roads because I feel a cyclist has the same road rights as anyone. Dedicated off-street bike lanes (like in the Beaver Lodge Lands) tend to marginalize cycling and put it on the same footing (pun intend) as walkers. But then you put them in conflict with each other and out of drivers' minds.

Alistair Taylor, Campbell River Mirror (sponsor) from article May 27, 2014



Keep on biking!