



Simsbury Businesses are invited to participate in the



Simsbury Bike Challenge

May 1 –
Sept. 30

in partnership with the National Bike Challenge

The **Simsbury Bike Challenge** is a free community event and wellness challenge that encourages people to bike for transportation, fitness and recreation. Participants log their bike rides using the **National Bike Challenge** (NBC) website and compete for awards/prizes with local and national riders.

Simsbury Free Bike is hosting the Simsbury Bike Challenge as a local Advocacy Challenge within the National Bike Challenge. With the support of community sponsors, local prizes will be awarded each month through random drawing, so anyone logging rides can win!

WHO WILL PARTICIPATE?

Simsbury Community of Residents, Workers, Volunteers, and Businesses

In 2015, one hundred Simsbury riders logged 64,000 miles, placing our Challenge #5 in the U.S.!

This year we are inviting Simsbury businesses to join in.

Nationally, 48,000 riders logged 37.7 million miles!

HOW CAN SIMSBURY BUSINESSES PARTICIPATE?

Join the National Bike Challenge as a Workplace with a Simsbury zip code.

Use the event to promote teamwork, employee wellness, and healthy transportation.

Resources are available to help businesses get started. Participation is FREE!

HOSTING A WORKPLACE CHALLENGE

Three Easy Steps for a Business Representative: (typically Human Resources)

- Join* the NBC as an individual; register with a Simsbury home or work zip code.
- CREATE NEW WORKPLACE by Managing Groups on the Dashboard.
- Publicize and promote the Challenge using emails, posters, events, incentives.

Three Easy Steps for Employees:

- Join* the NBC as an individual; register with a Simsbury home or work zip code.
- Find and join their Workplace by Managing Groups on the Dashboard.
- Ride a bike and log the rides!

***Join anytime at www.nationalbikechallenge.org.**

Learn more at www.simsbury.bike.

Contact Debbie Thibodeau at simsburybikechallenge@gmail.com for more information.

Simsbury Free Bike is a 501(c)(3) not-for-profit organization that operates the largest regional bike share in CT, and is dedicated to building bike friendly communities and encouraging cycling for fun, fitness & transportation.