



***Press Release—
Department of Community Development***

Date:

From: Dyann Benson, Community Development Director

Phone: (920)322-3440

Re: Bike Share Demonstration

The City of Fond du Lac is exploring the possibility of implementing a bike share program. Residents are invited to attend an open demonstration Monday, September 26. Stop by anytime from 2:00-4:00 pm as BCycle, LLC from Madison presents program options and details in Parking Lot 17 (on the corner of Sophia and Division Streets) by Hamilton Park.

In 2010, BCycle launched the nation's first modern public bike share system in Denver, CO. Since that time, the idea of bike sharing has caught on and the program has grown to include 42 communities of all sizes throughout the country, including Milwaukee and Madison. Cities comparable in size to Fond du Lac, such as Ann Arbor and Battle Creek, Michigan and Greenville, North Carolina have also had success with their program launches.

Bike sharing has numerous benefits including increasing physical fitness for participants, traffic and air pollution reduction, saves money by cutting fuel usage and preventing vehicle wear and tear, and promoting a fun, active and healthy way for people to explore and travel. For more information on how bike sharing can be a fun and innovative option for Fond du Lac and you, come out to the demonstration and see how BCycle works.