



CONTACT INFORMATION:

Amy Baker
Downtown Community Alliance
515-577-7495

Carl Voss
Des Moines Bicycle Collective
515-210-0237

FOR IMMEDIATE RELEASE
Sept. 8, 2010

B-CYCLE ROLLS INTO DOWNTOWN DES MOINES

DOWNTOWN DES MOINES –Des Moines B-cycle launched a pilot program today with 18 B-cycles at four B-stations throughout downtown, offering a green alternative to cars for short commutes and errands. The bikes are available now through November 2010 and then again in spring 2011. B-station locations include Brenton Skating Plaza, Principal Park, Seventh & Grand Avenue, and Thirteenth and Grand Avenue.

“Des Moines has a reputation for being a bike friendly city and with nearly 200 trails leading in and out of downtown the B-cycle program is a natural fit for us,” said Carl Voss, Des Moines Bicycle Collective. “This new bike-sharing program will help commuters reduce their carbon footprint and help improve overall health. As we reduce the reliance on our cars, our city becomes a more sustainable and viable community.”

The Des Moines B-cycle program is operated by Des Moines Bicycle Collective and is sponsored by Wellmark Blue Cross Blue Shield, DriveTime Des Moines, City of Des Moines, Polk County Health Department, Greater Des Moines Convention and Visitors Bureau, Polk County, Principal Financial Group, Nationwide and DART.

“We know that simple things like getting more exercise can make a big difference in improving our quality of life,” says John D. Forsyth, Wellmark Blue Cross and Blue Shield chairman and CEO. “B-cycle provides a great opportunity for people to get out and exercise during the work day, and for visitors to fully experience everything downtown Des Moines has to offer.”

Des Moines B-cycle is a bike-sharing program, similar to a taxicab ride—short, point-to-point trips across town: run an errand, meet a friend for lunch, or get some exercise. A B-cycle is perfect for when a destination is too far to walk and it doesn’t make sense to drive. Memberships are available for \$5 for a day pass, \$30 for a monthly pass and \$50 for the year. The first hour is free and then cost is \$1.25 per half hour. Credit-card registration for a 24-hour pass can be quickly processed at the B-station kiosk. On line registration through the desmoinesbicycle.com web site makes annual membership sign up quick and easy. Now through Sept. 14, Des Moines B-cycle is offering free day passes. Users must sign up for the free day pass through the web site and use the pass code KARRAS to waive the fee.

-more-

B-cycle was formed by a partnership between Trek Bicycle, Humana Inc. and Crispin Porter + Bogusky based on a shared belief that bicycles should be a vehicle for positive health and environmental change as well as an important part of a community's transportation ecosystem. Together, the founding partners developed a bike-sharing system designed specifically for North American cities, universities and corporate campuses. Des Moines is B-cycle's third installation and follows on the heels of the successful Earth Day 2010 launch of Denver B-cycle – the first citywide bike-sharing program in the U.S and Chicago's launch in July 2010.

First popularized in European cities such as Paris and Barcelona, bike-sharing is quickly expanding around the world in places like Beijing, Montreal and, most recently, Mexico City. Des Moines is the fifth U.S. city to set up a bike-sharing program in 2010, succeeding installations in Denver, Minneapolis, Boston and Chicago. Dozens more cities, universities and corporations are considering such programs.

#

About B-cycle

B-cycle is a partnership between Trek Bicycle Corporation, Humana Inc., and Crispin Porter + Bogusky. The founding partners share a belief that bicycles should be a vehicle for positive health and environmental change and an important part of a community's transportation ecosystem.

About Des Moines Bicycle Collective

The Des Moines Bicycle Collective recognizes, encourages, and facilitates the use of bicycles as a viable mode of transportation and recreation. Organized for just over two years, primary projects include refurbishing donated bikes at the Bicycle Collective Shop at 617 Grand Avenue. Selling bikes at affordable rates, allows the Bicycle Collective to donate bikes to deserving adults and children.