



HONOLULU – August 13, 2010 – The Hawaii Department of Health, Healthy Hawaii Initiative (“DOH HHI”) today announced the competitively awarded contract for a B-cycle bike sharing pilot system in Kailua town. “We are very excited about this new health initiative pilot in Hawaii” said Heidi Hansen-Smith, Community Outreach Coordinator for the Healthy Hawaii Initiative. “Active transportation, including bike riding, is a great way to get the recommended amount of physical activity into the day and also helps to prevent chronic disease and combat obesity.”

The B-cycle system will be installed in partnership with Momentum MultiSport, a local bicycle retailer, and is expected to be operational in December, 2010. “I am really excited that we can bring hi-tech bike sharing to Kailua, and we hope to expand the program to all of Hawaii,” said Nguyen Le, owner of Momentum. “Bike sharing has been shown to be an integral part of transportation choices in other towns and cities in the U.S. and internationally,” said Le.

The B-cycle system consists of the B-cycle and the B-station. The B-cycle is a robust, rugged and easy-to-use high-tech bike that features wide tires, comfortable seats, and an adjustable design to accommodate most anyone. The B-station features secure locking mechanisms to protect against theft and integrates other technology to guard against vandalism and ensure the long-term durability of the bikes. The B-cycle system can measure and track various parameters of usage including miles ridden, calories burned, and carbon off-set. Such statistics can be tracked by individual users at their own unique Hawaii B-cycle membership website.

For more information on B-cycle, please visit our website at [www.bcycle.com](http://www.bcycle.com).

#### **About B-cycle**

B-cycle was formed by a partnership between Humana, Trek Bicycle 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 U.S. cities, universities and corporate campuses.

#### **About Momentum MultiSport**

The Hawaii B-cycle system has been developed in partnership with Momentum MultiSport, a local venture that promotes and enables active lifestyles. Momentum MultiSport will be celebrating the third anniversary of the opening of its triathlon store at 3520 Waiialae Avenue in Honolulu in August 2010. During the past three years, Momentum has sold and serviced thousands of bikes of all types, and helped countless people participate in swimming, biking, and running sports and activities to enhance their lifestyle and health. More information can be found at [www.MomentumHI.com](http://www.MomentumHI.com).

Please contact Momentum MultiSport at (808) 221-6698 or at [MMHawaii@gmail.com](mailto:MMHawaii@gmail.com) for more information on how to sponsor a station and bring bike sharing to your neighborhood. You can also check us out at [Hawaii.Bcycle.com](http://Hawaii.Bcycle.com), and also on Facebook and Twitter.

