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For Immediate Release
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Spartanburg B-cycle is the First Bike Sharing System in the Southeast
Partners for Active Living launches new initiative on July 7 to make bicycling easier

Spartanburg, SC –Partners for Active Living helps Spartanburg residents increase daily physical activity with the Southeast’s first bike-sharing system, Spartanburg B-cycle. The initiative includes 14 B-cycles at 2 B-stations, one at the Mary Black Foundation Rail Trail and the other at Morgan Square.



“Partners for Active Living is working to create the healthiest community that we can. Spartanburg B-cycle is an innovative, convenient tool that can help get residents and visitors, alike, more active. We want physical activity to be as easy as possible in Spartanburg,” said executive director Laura Ringo. “We hope that the bicycles are used for trips around downtown and for recreation on the Rail Trail. In addition, we want to ensure that Spartanburg continues to be a leader as a bicycle-friendly community.”

The sharing process is simple: become a member and then users have access to the red cruiser bikes. The program has three different membership types: annual, 30-day or 24-hour. The price of membership is \$30, \$15 and \$5, respectively. The first hour with each use is free. Each additional half-hour is \$1. Memberships are purchased with a credit card online or at either of the kiosks. Annual and 30-day members will receive a B-card in the mail to make bicycle check-out take only seconds. Bikes can be checked out and returned at either location.

The bikes are equipped with a front basket, an easily adjustable seat, three gears and a handy bell, as well as a computer to track mileage, calories burned and carbon offsets. Riders can monitor their personal fitness, miles traveled, carbon offsets and connect with others online at <http://spartanburg.bcycle.com>.

Spartanburg B-cycle has been made possible with support from the Mary Black Foundation and City of Spartanburg, as well as other corporate sponsors.

“We are committed to making a Spartanburg County healthier, bike-friendly community,” said Cate Brandt Ryba, Communications and Media Officer for the Mary Black Foundation. “B-cycle will increase



daily activity options for residents, employees and visitors, reduce the number of short car trips, improve air quality, and complement existing transportation options. The Foundation is proud to partner with the City of Spartanburg and Partners for Active Living on this innovative project.”

Partners for Active Living’s staff will be holding B-cycle introduction sessions (10-15 minutes) so that members and interested community residents can learn about all of the bells and whistles.

The schedule includes:

Wednesday, July 6 at 5:30 pm in downtown Spartanburg

Friday, July 8 at noon in downtown Spartanburg

Tuesday, July 12 at noon in downtown Spartanburg

Tuesday, July 12 at 5:30 pm at the Rail Trail

Tuesday, July 19 at noon and 5:30 at the Rail Trail

Thursday, July 21 at noon and 5:30 pm in downtown Spartanburg

Tuesday, July 26 at noon and 5:30 pm at the Rail Trail

Thursday, July 28 at noon and 5:30 pm in downtown Spartanburg

For additional information about Partners for Active Living and Spartanburg B-cycle, please visit www.active-living.org or call 864.598.9638.

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About Partners for Active Living

Partners for Active Living seeks to encourage a healthier, more livable Spartanburg County, SC by promoting walking, bicycling and physical activity on a daily basis. The organization does this through three avenues: policy advocacy, infrastructure improvement encouragement and programs. Through these three approaches, Spartanburg County residents have more opportunities for physical activity.

About B-cycle

B-cycle is a partnership between Humana Inc., Trek Bicycle Corporation 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.