



www.commutebybike.com

Bike to the Oscars

Bike to the Oscars is an initiative begun last year by Commute by Bike (<http://www.commutebike.com>).

We believe that many in the viewing public would begin to see cycling in a different, more positive, light if one or more stars were to arrive to the ceremony on a bike.

Our car-centric society does not take cycling seriously as a form of everyday transportation. More than 40 percent of trips by car are less than two miles.

We would like to see the star arrive, not as a cute stunt, but matter-of-factly, and wearing the clothes he or she will wear to the ceremony. A helmet would be optional.

Imagine the impact of a star arriving to the red carpet by bike.

We'd like to spur people to think, "If a star can bike to the Oscars, certainly I can bike to the grocery store, work, or my other short trips."

Our two articles on this topic have been read by more than 2000 site visitors, and have been featured on hundreds of Web sites, including The Huffington Post.

Commute by Bike will be more than happy to assist with any equipment, logistics, or talking points.

Commute by Bike is the Web's leading site on bike commuting, receiving more than 120,000 pageviews per month.

For more information, contact:

Ted Johnson, Editor
1-800-717-0294