

## **Bike to Work Week**

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**"It's time to put a focus on commuter cycling in the Lower Mainland," says Mia Kohout, VACC Bike to Work Week Program Director. "Bike to Work Week raises awareness for a viable, healthy and enjoyable alternative to traffic congestion. It's a great opportunity for people to get out of their cars and enjoy rush hour."**

**Participants range from year-round commuter cyclists to those biking to work for the first time. With the cost of gas consistently rising, traffic gridlock at a standstill, and growing consciousness about the need to reduce our carbon footprint, the appeal of commuter cycling is rapidly increasing.**

**Gregor Robertson, MLA Vancouver-Fairview, has challenged all of his fellow elected officials in the region to join him in registering for Bike to Work Week. "We need to bike the talk," says Robertson, an ardent commuter cyclist. "If we expect people to get out of their cars, we need to show them that their elected officials are committed to making commuter cycling a safe, practical transportation alternative."**

**Bike to Work Week is also being well received in the business community. "Bike commuting is like choosing a socially responsible investment," says Bob Clenendan, Senior HR Staff with the Ethical Funds Company. "You don't have to bike everyday**