

## **40 Miles Of NYC Streets To Go Car-Free On May 1st For Bike New York's 39th Annual TD Five Boro Bike Tour Presented By REI**

*32,000 cyclists to ride through five boroughs of NYC on car-free streets in America's largest bike ride; proceeds fund largest free urban bike education program of its kind in the world*

New York, NY ([PRWEB](#)) April 22, 2016 -- On the morning of May 1st, 32,000 cyclists from every state in the nation and dozens of countries around the world will come together in lower Manhattan in support of Bike New York's free bike education programs. From there, they will ride 40 miles through the five boroughs of New York City on car-free streets, which will include the FDR Drive, the Brooklyn-Queens Expressway, and the Queensboro and Verrazano-Narrows Bridges. Using proceeds from the Tour, Bike New York has, over the years, taught bike skills to tens of thousands of kids and adults throughout the five boroughs. The nonprofit's free bike education program is the largest of its kind in the world—last year alone, more than 17,000 kids and adults learned bike skills.

Story ideas:

- The Tour is going for Gold-level sustainability certification from the Council for Responsible Sport this year. In 2014, the Tour was awarded Silver-level certification by the Council for Responsible Sport, a nonprofit that recognizes sporting events that promote and demonstrate environmentally and socially responsible measures to reduce the environmental footprint within the event's host community. It was the first time a large-scale event in New York was certified as a waste-conscious, sustainable event. The task was a momentous one, and required the support of numerous City agencies, including Grow NYC, the New York City Department of Sanitation, and the NYC Compost Project. This year, the Tour is going for Gold-level certification, which will require even bigger efforts in regards to recycling, composting, and sustainable production. How will this be accomplished?
- Recent graduates of Bike New York's bike education program will represent the organization as riding ambassadors. For many cyclists, this year's TD Five Boro Bike Tour will be their first; for some, it will be their first large-scale organized ride ever. Bike New York has invited 20 kids and adults who have recently benefited from its free bike education program (funded in large part by proceeds from the Tour) to participate. Media are invited to ride along with these inspiring individuals.
- Twenty-five acts will keep all 32,000 riders entertained along the Tour, many of them returning from last year. TD Bank is committed to supporting music throughout North America and has worked closely with Bike New York to bring music into the ride to elevate the rider experience. From disco to hip-hop to folk to modern dance, performances have become an integral part of the Tour experience. What's it like to perform for an audience that's riding by at 15mph?
- Bike New York isn't the only charity that benefits from the Tour; the ride has more than 50 charity fundraising partners. One example is the Hereditary Neuropathy Foundation, founded by Tour rider Allison Moore, who suffers from Charcot-Marie-Tooth disease. More info on Allison and her connection to the Tour can be found at <http://www.bike.nyc/blog/profiles-interviews/bike-new-yorker-27-allison-moore/>

The Tour is a story in and of itself, and it's not hard to see why it has become a bucket-list event for so many people. Having grown from 250 riders in its first year (1977) to the massive, 32,000-rider event it is today, with fully stocked rest areas, full SAG (Support and Gear), entertainment, a Finish Festival, and, of course, the



opportunity to experience 40 miles of NYC streets totally free of cars, it is an event unlike any other. Media participation/coverage of the Tour is encouraged; interested journalists are invited to contact Communications Director Sam Polcer at [spolcer\(at\)bike\(dot\)nyc](mailto:spolcer@bike.nyc).

DATE/TIME: Sunday, May 1, 2016

INTERVIEW: Ken Podziba, President & CEO of Bike New York

High-res images available upon request



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