**Get geared up to Ride. Register Now for the Bicycle Commuter Challenge!**

**April Communication Toolkit**

**Pick and choose from the following communication tools to spread the word about the 2018 Bicycle Commuter Challenge**

**Draft Email:**

TO: **(Agency)** Employees

FR: **(CTR/ETC name/title)**

RE: Get geared up for the Bicycle Commuter Challenge

Believe it or not, May is just around the corner. That means it’s almost time for the Intercity Transit Bicycle Commuter Challenge (BCC). Anyone who lives or works in Thurston County can participate. It’s free and you can win great prizes, including the Grand Prize—a dream bike trip from [Adventure Cycling](https://www.adventurecycling.org/guided-tours/) valued at $4,000.

If you haven't already, register for an account on the [BCC website](https://www.bcc.intercitytransit.com) and log some trips as practice, or to track your rides for your own purposes. In May, ride your bike to work, on errands, to a friend’s house or anywhere else you might regularly drive your car—training and recreational miles don’t count. Record your trips online or return your mileage log (available from the Olympia Transit Center) by June 5.

Everyone who participates gets coupons from local bike shops and businesses. Plus, if you ride 10 or more days in May, you’ll be entered to win one of our fabulous prizes, including our grand prize, one of three new bikes, gift certificates from local bike shops, bike gear and apparel and more.

As always, there are lots of BCC-sponsored events to participate in:

* **April 21** - [Earth Day Market Ride](https://bcc.intercitytransit.com/events/2018-4-21): Rides begin in different neighborhoods and converge at the Heritage Park Fountain. Starting points and times, as well as other details will be posted in early April. If you participate in this event, your miles count toward your BCC totals.
* **May 17** - [Bike to Work Day](https://bcc.intercitytransit.com/events/2018-5-17): Join fellow bicyclists for a fun morning ride in our local celebration of National Bike to Work Day. Visit one of the six bike stations along your way and pick up some “fuel” for you, and even get minor repairs done by a bicycle mechanic at some stations.
* **June 23** – [2018 BCC Prize Hoopla](https://bcc.intercitytransit.com/events/2018-6-23): The BCC Prize Hoopla is a fun and fast-paced celebration of our accomplishments as BCC teams and individuals. Come down, enjoy the fun, and see if you are the winner of one of the many great prizes.

For additional information, visit the BCC website, email dgreen@intercitytransit.com or call 360-705-5874.

**DRAFT ARTICLE (SEND TO YOUR INTERNAL NEWSLETTER COORDINATOR):**

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**DRAFT FACEBOOK POSTS/TWEETS:**

1. Park your car and give active transportation a try this May with Intercity Transit’s Bicycle Commuter Challenge. It’s fun, good for you and good for the environment, Plus, you could win one of the great prizes, including a dream bike trip valued at $4K from Adventure Cycling.
2. Want a dream bicycle tour vacation? Register for Intercity Transit’s Bicycle Commuter Challenge and ride 10 or more days in May and you’ll be entered to win one of the many great prizes including the Grand Prize from Adventure Cycling valued at 4K.