**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 2019 Bicycle Commuter Challenge**

**Draft Email:**

TO: **(Agency)** Employees

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

RE: Get geared up for the Bicycle Commuter Challenge

May is just around the corner. That means it is almost time for the Thurston County 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 $3,800.

If you haven't already, create an account on the [BCC website](https://www.bcc.intercitytransit.com) and log some trips as practice, or 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 on the website to win prizes and help your team compete!

Everyone who participates gets coupons from local bike shops and businesses. Every week you log trips is another chance to win gift cards from local bike shops, bike gear and apparel and more. Plus, if you ride 10 or more days in May, you’ll be entered to win one of three new bikes. Ride 15 or more days, and you’ll be entered to win the Grand Prize bike vacation with Adventure Cycling.

Join in on the fun at the following BCC-sponsored events.

* **April 20** – [Earth Day Market Ride](https://bcc.intercitytransit.com/events/2019-4-20): Rides begin in different neighborhoods and converge at the Heritage Park Fountain. See [bcc.intercitytransit.com](https://bcc.intercitytransit.com/events/2019-4-20) for ride starting points and times, and other information. If you participate in this event, your miles count toward your BCC totals.
* **April 23** –[Bike Commuter Basics Class](https://bcc.intercitytransit.com/events/2019-4-23): A hands-on workshop to prepare you to ride your bike for transportation. This class is helpful for new or current bicycle commuters who want to learn more.
* **May 16** – [Bike to Work Day](https://bcc.intercitytransit.com/events/2019-5-16): 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.”
* **June 22** –  [BCC Prize Hoopla](https://bcc.intercitytransit.com/events/2019-6-22): 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](https://bcc.intercitytransit.com/), email [dgreen@intercitytransit.com](mailto:dgreen@intercitytransit.com) or call 360-705-5874.

**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 $3,800 from Adventure Cycling.
2. Want a dream bicycle tour vacation? Register for Intercity Transit’s Bicycle Commuter Challenge and ride 15 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 $3,800.