

Shifting Gears to Summer: WE-cycle Season Passes on Sale May 22

V.I.B. early purchase discount offered through June 6th

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*A bike share station at the Aspen bike share demonstration in August 2010.
WE-cycle station installation to begin after Memorial Day.*

Aspen, Colo. (May 21, 2013) – WE-cycle, a nonprofit dedicated to bringing bike sharing to Aspen and the Roaring Fork Valley, announces season passes will go on sale tomorrow, Wednesday, May 22nd for its inaugural season. With the purchase of a season pass, riders of the new **self-service bike share transit system** can enjoy quick and direct access to the bikes for as many 30-minute rides as they wish, until the snow flies.

Available online at www.we-cycle.org/signup, season passes are priced at \$55. Through June 6th, early purchasers or **WE-cycle V.I.B.s** (very important bikers) enjoy a **reduced price of \$50 and a free WE-cycle t-shirt**. Additional pass options and program information is available at www.we-cycle.org.



*WE-cycle's season pass key is a convenient size and format that fits easily on a standard key chain.
The pass key allows riders to go directly to the bike dock to check out a WE-cycle.*

Intended to use for quick, point-to-point trips, WE-cycle's state-of-the-art bike sharing system will feature **100 bikes available throughout town 24 hours a day, 7 days a week**, essentially "townies" for all. The breadth and service area of the system continues to grow, now to **13 stations**, including a station located at **The Aspen Club & Spa** expanding access for East End residents, commuters and club members as well as Ute Trail hikers. WE-cycle is also pleased to announce a partnership with the **Aspen Music Festival & School** per which there will be a staffed station at the **Benedict Music Tent** from 4 - 8 p.m. on Fridays and Sundays for the concerts. [A map of system locations is available at we-cycle.org](http://www.we-cycle.org). The new bike share transit system complements and broadens Aspen's existing transportation options with a healthy, convenient and cost-effective alternative to fossil fuel consumptive vehicles.

"WE-cycle is thrilled to bring bike sharing to Aspen," notes WE-cycle Director, Mirte Mallory. "We've experienced tremendous momentum and support from partners to help establish WE-cycle. Today forward, our focus will be on our system launch on June 5th and putting bikes in motion! We look forward to further engaging with the community and to helping shift transportation priorities towards pedal-powered solutions."

More details about the program launch, the community kickoff celebration and parade will be revealed closer to June 5th.

Bike share is distinctly different from bike rental in that bikes are used for short, 30-minute trips. WE-cycle invites riders to **join, ride, return and repeat**. More information about [how the program will work](http://www.we-cycle.org) and the [bike sharing movement](http://www.we-cycle.org) is available at www.we-cycle.org. Bike sharing is not bike rental. WE-cycle maps will direct users to local bike shops for extended bike use and to purchase bike accessories, offered at a discount through the WE-cycle perks program.

What is bike sharing?

Bike sharing combines the convenience and flexibility of a bicycle with the accessibility of public transit. The bike sharing concept is rapidly expanding around the globe. **Today more than 500 cities in 49 countries host bike sharing programs**, with a combined fleet of over 500,000 bicycles, and the numbers continue to rise on a monthly basis. According to transportation experts, bike sharing has experienced the fastest growth of any mode of transport in history. WE-cycle joins a long list of cities already rolling with their bike sharing programs, including Denver, Boulder, Chattanooga and Minneapolis. New York's Citibike system rolls out on Memorial Day weekend, and Chicago's Divvy system is planned for a June launch.

Why bike sharing in Aspen?

Aspen will join other forward-thinking cities that are looking to the bicycle as a way to enhance mobility, alleviate automotive congestion, reduce air pollution, boost community health and support local businesses. Aspen will be the first North American mountain town to launch a self-service bike share program. "Bike sharing is aligned with the Aspen spirit: an enthusiastic bike culture and a community committed to health and to the environment," notes Mallory. "It becomes a lifestyle. Very few people can use biking for all of their trips, so bike sharing becomes an option or combination of the many transit choices in our valley — bus, bike, walk, car share, shuttle, personal car." With bike sharing, a well-maintained bike is available for spontaneous and necessary rides: zipping to a meeting, running an errand, pedaling to lunch, picking something up across town. Together, Aspen residents, commuters and visitors can collectively pedal towards the Canary Initiative's Community Goal to reduce Aspen's carbon footprint to 30% below 2004 levels by 2020 and to 80% below by 2050. **Two of the greatest deterrents to Aspen's quality of life, according to the 2010 Aspen Area Community Plan surveys, are traffic congestion and degraded air quality.**

Next Steps for WE-cycle

WE-cycle stations will soon pop up on Aspen streets, just after Memorial Day. Individuals are invited to take part in WE-cycle's ongoing [Adopt-a-Bike Campaign](#) in which a message or dedication is inscribed on the chainstay of the bike. Businesses are encouraged to align themselves with this community-oriented initiative; basket and handlebar [sponsorship](#) opportunities are available. Those interested in supporting or partnering with the WE-cycle program can find more details on the [WE-cycle website](#).

For more information, images or interviews, please contact Mirte Mallory at mirte@we-cycle.org or call 970.205.9222.

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Founded in 2010, WE-cycle is an Aspen-based 501(c)(3) nonprofit dedicated to bringing bike sharing to Aspen and the Roaring Fork Valley. Funded through a public/private partnership, WE-cycle's generous

Founding Partners include: The Aspen Institute, Aspen Meadows Resort, Aspen Skiing Company, Aspen Valley Hospital, City of Aspen, Genshaft Cramer LLC, The MyersRoberts Collective, The Nick DeWolf Foundation, Pitkin County and Roaring Fork Transportation Authority (RFTA). WE-cycle's media partners include Aspen Public Radio, Aspen Daily News, The Aspen Times and KSPN. More about the bike sharing movement and WE-cycle operations and sponsorship opportunities can be found at www.we-cycle.org.

