



WHY

DO BUSINESSES APPLY FOR THE BFB DESIGNATION?

When bicycling is infused in an office or corporate culture, great things happen.

- Reduced health care costs
- More productive employees
- Smaller carbon footprint
- Increased Corporate Social Responsibility

HOW

DO I GET AN APPLICATION?

The BFB application is available online at bicyclefriendlybusiness.org. The site also provides resources and technical assistance to help you with the on-line application.

Contact the League of American Bicyclists at 202-822-1333 or send an e-mail to info@bicyclefriendlybusiness.org to receive more information.



ABOUT THE LEAGUE OF AMERICAN BICYCLISTS

The mission of the League is to promote bicycling for fun, fitness and transportation and work through advocacy and education for a bicycle friendly America.

We do this by representing the interests of the nation's 57 million cyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 affiliated organizations, the League works to bring better bicycling to your community. For more information on the League of American Bicyclists visit bikeleague.org.

Bicycle Friendly Business Program Partners:



1 WORLD
2 WHEELS
A TREK COMMITMENT



LEAGUE OF AMERICAN BICYCLISTS
1612 K Street, NW, Suite 800
Washington, DC 20006
www.bicyclefriendlycommunity.org

Make Your Business a

Bicycle Friendly Business



The Bicycle Friendly Business program promotes active, healthy lifestyles for employees.





The Bicycle Friendly Business program recognizes socially responsible businesses that promote healthy, happy and green workplaces.

The Bicycle Friendly Business (BFB) program recognizes employers' efforts to encourage a more bicycle friendly atmosphere for employees and customers. The program honors innovative bike-friendly efforts and provides technical assistance and information to help companies and organizations foster a healthier workplace and become more socially and environmentally responsible.

WHAT IS A BICYCLE FRIENDLY BUSINESS?

A Bicycle Friendly Business is a corporation, organization, association, or nonprofit that actively promotes bicycling for transportation, recreation, exercise, and sport. A BFB practices social responsibility by weaving bicycling into the business culture and giving employees the opportunity to be active stewards of their personal and environmental health through bicycling.

The BFB program evaluates applicants' efforts to promote bicycling in four primary areas: encouragement, education, engineering, and evaluation.



EXAMPLES OF GOOD BFB PRACTICES:

- Secure bike parking
- Shower facilities
- Incentives to commute by bike
- Company bike club
- Bike to Work Week promotion & events

HOW WILL MY BUSINESS BE RECOGNIZED?

The League will recognize deserving businesses at one of four levels: bronze, silver, gold, or platinum. Upon designation, national and local press releases will be issued, an award will be presented, and awarded businesses will be profiled on the League website.

WHAT ARE THE NEXT STEPS?

- 1 Access the application and resources at bicyclefriendlybusiness.org.
- 2 Consult workplace bicyclists for accurate information about the business's current bicycling environment.
- 3 Complete the application and submit to bicyclefriendlybusiness.org.

For more information call 202-822-1333 or visit bicyclefriendlybusiness.org.

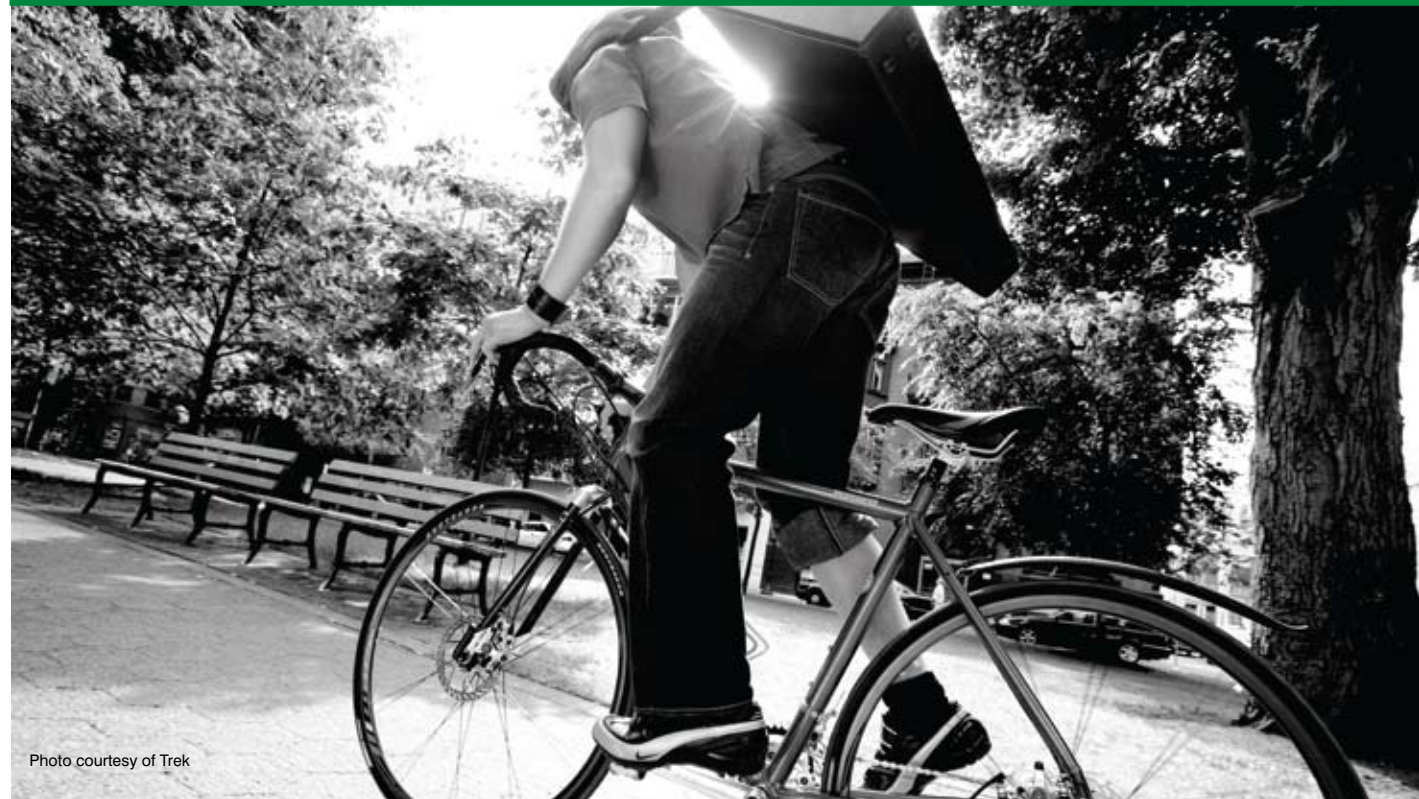


Photo courtesy of Trek