



May 27, 2010

FOR IMMEDIATE RELEASE

New Downtown Cycle Parking Ready for 'Bike To Work' Week

Have you chosen a parking spot for your bike for next week's 'Bike To Work Week'? If not, don't despair. The Downtown Victoria Business Association, in partnership with the City of Victoria, Capital Bike & Walk, Greater Victoria Cycling Coalition, Bike to Work Victoria, and Mountain Equipment Co-op have worked together to install 20 new bike racks located at two 'Bike Corrals' in the 600-block of Johnson Street and the 700-block of Fort Street.

'What is really unique about the addition of the new bike parking stalls is that they are on-street' says DVBA Board Chair, Scott Hoadley. 'The corral in the 700-block of Fort Street replaces an on-street car parking stall and the one in the 600-block of Johnson has been created in some surplus on-street space'.

These new bike racks are part of a pilot project to measure demand for bike parking within the downtown. They were selected from approximately thirty downtown locations which were identified by downtown business owners in a February survey. If the racks are consistently used, permanent bike parking facilities will be installed in those locations shortly after the trial period, which will last until mid-November.

'We are excited that these new bike racks will be ready for the start of Bike To Work Week', said Robert Wickson, President of Bike to Work Victoria.

The bike parking racks will be officially 'opened' for use at 10 a.m., tomorrow morning Friday, May 28th, after the finishing touches are put on the mid-block corral in the 700-block of Fort Street (in front of BC Shaver & Hobby, 742 Fort). Members of each participating organization will be present and it will be an excellent photo opportunity.

The Mission of the DVBA is to be a proactive champion for Victoria's Downtown business community, promoting sustainable economic vitality through direct action and advocacy.

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More Information:
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