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Contact:

Gina Douthat

TANK

859/814-2125

gdouthat@tankbus.org

TANK Launches ‘*Bike & Ride*’ with New Bike Racks on Buses

Commuters can save gas, get in shape and enjoy their commute!

May XX, 2006 – Commuting to work will take a new spin beginning May 15 when the Transit Authority of Northern Kentucky invites commuters to bring their bikes along for the ride. TANK is launching “*Bike & Ride*” - a campaign to save gas, promote healthy lifestyles and improve air quality – with the installation of bike racks on all TANK buses.

As if \$3.00+-per-gallon gasoline prices weren’t enough incentive for commuters to choose to ride the bus to work, TANK is now making the commuting alternative even more inviting. Just in time for warm weather, TANK is adding the bicycle racks to attract more commuters to choose the bus over driving to work.

How does *Bike & Ride* work for commuters? Commuters now can ride their bikes to a TANK bus stop or to one of TANK’s 19 Park & Ride locations, then slip their bikes on the new racks on the front of all TANK buses, ride the bus downtown or to the general vicinity of their destination, and hop on their bikes again for the last leg of their trip if needed.

TANK’s plans have received overwhelming support from bicycle enthusiasts in Northern Kentucky. TANK officials have met with members of the region’s oldest not-for-profit bicycle club, Cincinnati Cycle Club, and the League of American Bicyclists in preparation for its *Bike & Ride* campaign. Choosing alternative forms of transportation has become so popular with commuters lately that the league even offers certified courses locally for adult cyclists who are interested in commuting to work or school by bicycle.

The new bike racks will be mounted on the front of all TANK buses. Each rack will hold two bicycles at one time, and each rack is available on a first come, first serve basis. No bicycles will be allowed inside the buses.

A TANK passenger with a bicycle can easily load or unload his or her bike on the new racks in less than 10 seconds. The quick load will not affect the buses’ scheduled running times. Bus drivers will not need to help bike riders with loading their bikes on the racks. The racks are designed for ease of use and for holding the bikes securely. They are strong and durable and designed to last the lifetime of a bus. When they are not in use, the racks fold tightly to the face of the bus, protruding only six or seven inches from the front bumper. When the rack is in use, it adds about 30 inches to the length of the bus.

TANK was awarded a federal Congestion Mitigation Air Quality grant from the U.S. Department of Transportation for the bike racks.

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Learn about Commuting by Bike

Adult cyclists who are interested in commuting to work or school can learn more at a meeting of the League of American Bicyclists. The league will hold a Bicycle Commuter Course for adult cyclists at its next meeting on Tuesday, May 9, from 6:00–9:00 p.m. in the basement lunchroom of Cincinnati City Hall, 801 Plum Street. TANK will be offering a Bicycle Commuter Course in Northern Kentucky later this spring and summer, taught by a league-certified instructor in conjunction with the League of American Bicyclists.

River Rendezvous Bike Ride June 11

To celebrate its *Bike & Ride* campaign, TANK is partnering with the Cincinnati Cycle Club's for its annual River Rendezvous Ride on June 11 in Northern Kentucky. This popular bike ride starts along the Ohio River in Ludlow at the Knights of Columbus (Kehoe Council), 828 West Elm Street. The River Rendezvous is a ride for casual as well as serious bicycle riders. It's not a race; cyclists ride at their own pace. The ride includes distances of 25 miles for casual riders up to 100 miles for serious riders. More information about the ride and advanced registration is available at the Cincinnati Cycle Club's website at www.cincinnati-cycleclub.org.

Calculate the Savings

TANK has a tool on its website that automatically calculates how much a person is paying to drive to work every day, and how much he or she will save by riding TANK. The easy-to-use tool accurately calculates the cost based on distance, the make and model of a vehicle, and the current cost of gasoline. Check it out on the TANK website at www.tankbus.org.

Commuting on TANK

TANK provides services to Kenton, Boone and Campbell counties, as well as downtown Cincinnati. It has an extensive network of 19 Park & Ride locations located throughout Northern Kentucky, making it easy for commuters to catch TANK buses near their homes. In addition, TANK operates the Southbank Shuttle along the downtown streets of Covington and Newport and in downtown Cincinnati.

Commuters can view all bus schedules on the TANK website at www.tankbus.org or they can dial 859/331-TANK anytime between 6:00 am and 7:00 pm Monday through Friday or between 8:30 am and 5:00 pm. Saturday.

A TANK monthly pass is only \$45 and gives a rider an unlimited number of times during that calendar month to ride the bus. Regular bus fare is \$1.25 each way. Fare on the Southbank Shuttle is \$1.00 per ride. Senior citizens and passengers with disabilities can ride TANK regular service for 50¢ with proof of age (65 and over) or disability, Medicare or SSI assistance. Ticket books and passes can be purchased on the TANK website. Also, check out the website for the locations of other places to buy passes and ticket books.

For additional information about TANK, call TANK's information line at 859/331-TANK (8265) or log on to www.tankbus.org.

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MEDIA: We can put you in touch with avid bicyclists for further comments about TANK's new *Bike & Ride* campaign. Contact us.