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March 9, 2010

Upstate Forever Designated a Bicycle-Friendly Business

Local nonprofit group to be recognized March 10 at National Bike Summit in Washington, DC

(Greenville, SC) – The League of American Bicyclists will announce tomorrow that Upstate Forever has been awarded the Bicycle Friendly Business (BFB) designation at the Bronze level, one of 51 new BFBs nationwide. The official announcement will be made at the 10th Anniversary National Bike Summit in Washington, D.C. on Wednesday, March 10. Upstate Forever is a nonprofit organization with offices in Greenville and Spartanburg. Its mission is to promote sensible growth and the protection of special places in the 10-county Upstate region.

"The League is especially excited to recognize Upstate Forever as a 2010 winter BFB winner. Upstate Forever is making simple changes to its transportation policies to encourage biking at work. They are setting a community-wide example," said Andy Clarke, League of American Bicyclists President.

Companies across the country are realizing that getting their employees biking – either to or from work, in course of work, or even in their own time – is good for business. When bicycling is infused in a company's culture, great things happen: reduced health care costs; more productive employees; improved worker and customer satisfaction; a smaller carbon footprint; and increased corporate social responsibility.

"We are honored to achieve the Bicycle Friendly Business designation. Upstate Forever has made great strides in order to 'walk our talk' in promoting health and sustainability," said Brad Wyche, Upstate Forever Executive Director. The nonprofit group has established an incentive program to encourage employees to ride bicycles to work as well

as to and from work-related meetings. It also provides bike racks, showers, loaner bicycles, and safety training. Both its Greenville and Spartanburg offices are located in downtown areas with convenient access to shopping, services, and residential neighborhoods.

Applying for BFB recognition is easy and free. Applicants receive technical assistance from the League staff as well as tools to evaluate and assess their bicycle friendliness through the application process. The BFB application is available online at www.bicyclefriendlybusiness.org.

***Upstate Forever** is a nonprofit, membership-based organization promoting sensible growth and the protection of special places in the Upstate region of South Carolina. Our three program areas are Land Trust, Sustainable Communities, and Clean Air and Water. Founded in 1998, **Upstate Forever** now has over 2,700 members, two offices, and a staff of 22. For more information, see www.upstateforever.org.*

*The **League of American Bicyclists** promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. For more information or to support the League, visit www.bikeleague.org. The Bicycle Friendly Community and Bicycle Friendly Business programs are generously supported by program partners Bikes Belong and Trek Bicycle's One World, Two Wheels Campaign.*