



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE

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They're off! Spring GoByBike Week 2022 officially underway

Spring GoByBike Week officially kicked off Monday as early morning riders gathered at Sun Country Cycle for the first celebration station of the week.

GoByBike Week is an annual challenge that encourages people of all ages to park the vehicle and travel by bike, skateboard, longboard, kick scooter, e-scooter, or rollerblades.

Until June 5, Vernon and North Okanagan riders can log their trips at www.gobybikebc.ca/vernon-north-okanagan for a chance to win great prizes, like \$1,000 to a local bike shop of their choice, sponsored by the City of Vernon, Kal Tire, Tolko Industries, VantageOne Credit Union and Neuron Mobility.

There is also a provincial grand prize: a self-guided cycling trip for two to Holland, sponsored by Exodus Travels. Registrants are reminded that to be eligible for the provincial grand prize, you must also register on the Exodus Travels website at www.exodustravels.com/ca/gobybike-spring.

Local event details:

1) Tuesday, May 31: Story book ride

Take the family for a ride along the Marshall Fields' multi-use pathway, at your own pace and on your own time, to read the story "Give a Mouse an iPhone." Families can enjoy the story one page at a time at different stops along the bike trail.

Sponsored by Okanagan Regional Library.

2) Wednesday, June 1 @ 6:30 p.m.: "MOTHERLOAD" documentary showing

The Towne Theatre will be showing "MOTHERLOAD", a crowdsourced documentary about a global movement of people replacing cars with cargo bikes. Tickets are available online at www.thetowne.ca and at the door while quantities last.

Sponsored by Tourism Vernon.

3) Friday, June 3 @ 7 – 9 a.m.: Morning celebration station

Join us at Nature's Fare Market (3400 30th Avenue) for the downtown celebration of GoByBike Week. Enjoy a coffee and snacks while receiving a complementary bike inspection.

Sponsored by Nature's Fare Markets and Olympia Cycle & Ski

GoByBike Week is part of the City of Vernon's larger strategy to reduce greenhouse gas emissions by more than doubling trips made by bike in our community by 2040. The campaign is organized across British Columbia by GoByBike BC Society, with the support of generous sponsors, including the Province of British Columbia, BC Hydro, Big Bear Software, Exodus Travels, and ICBC, as well as many local sponsors.

The City of Vernon would like to thank all the sponsors who are helping to make GoByBike week possible. You can check out a list of local sponsors, find more information, and join the challenge by visiting www.gobybikebc.ca/vernon-north-okanagan.