



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE

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The City of Vernon is rolling for Fall GoByBike Weeks

Don't put your bike away quite yet. Fall GoByBike Weeks is underway and will keep on rolling through to October 16.

GoByBike Week is a semi-annual challenge that motivates people of all ages to park their cars, get around by bike, and then [log their trips online](#) for a chance to win great prizes.

Trips by small-wheeled transport (like skateboards, longboards, kick scooters, e-scooters, and rollerblades) are also eligible to be logged, whether you're heading out for work, for errands, or just for fun. Any ride counts!

Vernon & North Okanagan riders who log at least three trips during the Fall GoByBike Weeks will be entered into a draw for the local grand prize: an Introductory Wellness Getaway at Sparkling Hill Resort or \$1,000 to a local bike shop of your choice.

Riders who log at least one trip also have the opportunity to win provincial prizes, including the grand prize: a self-guided cycling trip for two to Italy, sponsored by Exodus Travels. Riders are reminded that to be eligible for the provincial grand prize, they must also register on the Exodus Travels website at <http://www.exodustravels.com/ca/gobybike-fall>.

To join the fun, here's Vernon's schedule for the next two weeks:

October 3 to October 16: Fall Ride Challenge

Download the [Fall Ride Challenge card](#) from the GoByBike Week website, or pick up a hard copy at City Hall (3400 30th Street), a GoByBike Week celebration station, or a participating business, while supplies last.

Complete as many challenges as possible on the card and then let us know how you participated in order to be entered to win additional prizes. See the card for more details on how to play and how to submit your card online or in person. How many challenges can you complete during GoByBike Week?

Week 1 Events

- **October 3 - 11: Story Time Trail @ Marshall Fields**
Riders of all ages who visit the Marshall Fields multi-use pathway can stop and read the story ***Oi Frog!*** Jam-packed with animals and silliness, this story is guaranteed to get everyone giggling. *Sponsored by the Okanagan Regional Library.*
- **October 4 @ 5 pm – 7 pm: Info Station**
Come find us at Ranger Park (1900 47th Avenue) and learn more about GoByBike Week. It's the Vernon BMX Club's last race night of the season! Spectators are welcome.
- **October 6 @ 8 am – 10 am: Celebration Station**
Join us at Nature's Fare Market (3400 30th Avenue) for a hot apple cider & snacks, pick up your Fall Ride Challenge Card, and enter to win our prize draw. *Sponsored by Nature's Fare Market.*

Week 2 Events

- **October 12 - October 16: Story Time Trail @ Kalamalka Lake Road**
Take the family for a ride along the Kalamalka Lake Road multi-use pathway and stop at Browne Road to read the story ***Oi Frog!***. Travel at your own pace and on your own time. *Sponsored by the Okanagan Regional Library.*
- **October 15 @ 9 am – 2 pm: Info Station**
Join us at the Cycle Cycle Bike Drive (4249 Alexis Park Drive). This fundraising event is hosted by Venture Training to support their [Cycle Cycle program](#). Donate a used bike and stay for a BBQ. All bike donations and proceeds will directly support their therapeutic training programs for people with developmental disabilities.

Don't forget to keep an eye out for our team at pop-up info stations on the bike pathways and events around town throughout Fall GoByBike Weeks.

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